

Our Lady Queen of Peace

Catholic High School

Curriculum Overview

Year 10 Creative IMedia

Careers

Local Market Information	Skills	Jobs
Chemist4U Edge Hill University West Lancs College West Lancashire Borough Council	Logo Design Brand identity creation Applying design Principles Research Image Editing Resilience Problem solving Time Management Attention to details Independent working.	Graphical designer Logo designer Animator Comic book artist Digital marketer Content creator Photographer Multimedia designer Media Producer Web Design

Knowledge & Understanding

Subject Specific Literacy Development

Cultural Capital / Enrichment Opportunities

	Topics (Bigger Picture)	Knowledge (Key Concepts)	Recall & Retrieval Practice Focus	Key Vocabulary	
Half Term 1 Preparation for RO94	RO93 Creative Imedia – The Media Industry. Preparations for RO94	2.2 Client requirements and how they are defined 2.3 Audience segmentation and demographics. 2.1 How to style content and layout are linked to the purpose.	- Explaining how colour psychology influences audience perceptions of a brand. - Exam-style questions covering the use of shapes, symbols and icons in logo design. - Retrieval task identifying effective typography choices for different target audiences. - Explaining how visual identity helps organisations build brand recognition and loyalty.	- Style, content and layout - Client requirements - Client brief formats - Categories of audiences - Primary - Secondary - Research data - Media codes - Transitions	Mega Days Cyber-Fest 1:1 Support sessions.

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		2.5 Media codes used to convey meaning, create impact and/or engage audiences. 3.2 Documents used to support ideas generations: Mind map Mood board 3.3 Documents used to design and plan media products: Assets log Visualisation Diagram	Exam-style questions covering the principles of contrast, balance, alignment and proximity.	Typography	
Half Term 2 R094	RO94 Visual Identity and digital graphics- Coursework Task 1a, b, c started.	1.1 Purpose, elements and design of visual identity 2.1 Graphic design and conventions 2.2 Properties of digital graphics and use of assets.	- Retrieval task selecting appropriate file formats for print and digital graphic products. - Explaining how graphic designers meet client requirements while maintaining brand consistency. - Exam-style questions covering image resolution, dimensions and optimisation techniques. - Analysing digital graphics to explain how layout, colour and typography communicate a message effectively.	Visual Identity, Brand, Logo, Client, Target Audience, Purpose, Mood Board, Design Specification, Visualisation Diagram, House Style, Branding, Colour Theory, Typography, Layout, Composition, White Space, Contrast, Alignment, Balance, Proximity	
Half Term 3 R094	RO94 Visual Identity and digital graphics- Coursework Task 2a, b, c, d	2.3 Techniques to plan visual identity and digital graphics. 3.1 Tools and techniques of imaging	Explaining the importance of copyright, trademarks and intellectual property in the media industry.	Brand Identity, Brand Values, Brand Image, Client Requirements, Demographics, Consumer, Resolution, Pixel, Image Editing, Asset,	

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		editing software used to create digital graphics. 3.2 Technical skills to source, create and prepare assets for use within digital graphics 3.3 Techniques to save and export visual identity and digital graphics. Feedback Lessons and improvements.	• Exam-style questions covering sources of income for media companies and content creators. • Recalling the stages involved in planning a successful media project and their importance. • Retrieval task identifying suitable hardware and software for different media production tasks.	Intellectual Property, Copyright, Trademark, Feedback, Refinement, Evaluation.	
Half Term 4 R093	RO93 Creative Imedia – The Media Industry. Preparations for RO95	3.1 Work Planning Components of Workplans: Pre-production Productions Post Production 3.2 Documents used to support ideas generations: Mind map Mood board 3.3 Documents used to design and plan media products: Assets log Script Storyboard	• Explaining how media products are adapted to meet the needs of different target audiences. • Exam-style questions covering the purpose and use of mood boards, mind maps and visualisation diagrams. • Identifying the factors that contribute to the success of digital media products. • Retrieval task matching stages of the production process to appropriate activities and outcomes.	Research, Mood Board, Inspiration, Target Audience, Design Ideas, Analysis, Visual Identity, Characteristics, Theme, Purpose,	

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		Visualisation Diagram Wireframe Layout.			
Half Term 5 R095	Practice R095 Characters and Comics	1.2 Conventions of Comics: Conventions of comic design and layout Conventions of storytelling within comics. Resources used to create characters and comics.	- Explaining how a comic character has been designed to appeal to a specific target audience, using demographic and psychographic characteristics. - Exam-style questions covering client requirements and how they influence character and comic design decisions. Identifying the purpose and audience of existing comic products and explaining how design choices meet user needs. - Retrieval task matching comic production activities to the stages of pre-production, production and post-production.	Storyboard, Layout, Panel, Sequence, Narrative, Speech Bubble, Caption, Scene, Setting, Action	
Half Term 6 R095	R095 Characters and comics - Coursework Task 1a, b, c started.	Unit R095 – Topic 1: Plan characters and comics Unit R095 – topic 2: create character and comics. Factors influencing product design Pre-production planning.	Explaining the importance of collecting audience feedback and how it can improve a comic product. Exam-style questions covering the role and responsibilities of illustrators, graphic designers and writers within comic production. Analysing comic products to identify how they fulfil a purpose such as entertainment, education or promotion. Retrieval task matching media industry terminology from R093 to	Character Profile, Personality, Backstory, Traits, Appearance, Costume, Expression, Emotion, Representation, Design	

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			examples found in comic production.		

Key Assessments			
When	What will be assessed?	Why is this being assessed?	How will results be stored & students receive feedback?
Half Term 1 - 2	Exam question – After every unit is complete in the exam unit students will sit a variety of different past paper questions in an End of Unit assessment.	Exam preparation to allow students to read and understand the wording on exam questions.	Students will self-assess their own work by marking in red pen and writing model answers in their books for examples.
Half Term 3 - 6	Recall exam past paper question marked and feedback given.	Past paper question as recall activities is keeping the exam content active during coursework units.	