

Year 10 Creative IMedia

	Knowledge & Understanding			Subject Specific Literacy Development		Cultural Capital / Enrichment Opportunities
	Topics (Bigger Picture)	Knowledge (Key Concepts)	Recall & Retrieval Practice Focus	Reading for Meaning	Key Vocabulary	
Half Term 1	RO93 Creative Imedia the Media Industry – Exam.	1.1 Media industry sectors and products 1.2 Job roles in the media Industry 2.1 How style, content and layout are linked to the purpose. 2.2 Client requirements and how they are defined. 2.3 Audience demographics and Segmentation. 2.4 Research methods, sources and types of data 2.5 Media codes used to convey meaning, create impact and/or engage audiences.	<u>Freya Models</u> Students to complete Freya models activity linked to keyword taught in previous lessons. <u>Exam Questions</u> Students complete past paper questions linked to what was taught in previous lessons to help with exam preparation. <u>Mini Whiteboard activities</u> Quick fire questions to identify misconceptions of knowledge gaps.	How to get into the media industry Careers in the media industry - Unitemps	• Traditional media • New media • Products in the media industry • Creative technical • Senior roles • Purpose • Style, content and layout • Client requirements • Client brief formats • Categories of audiences • Primary • Secondary • Research data • Media codes • Camera techniques • Mise-en-Scene • Movements • Transitions • Typography	Computing Club

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Half Term 2	RO93 Creative Imedia the Media Industry – Exam.	3.1 work planning 3.2 documents used to support ideas and generation 3.3 documents used to design and plan media products. 3.4 the legal issues that affect media 4.1 Distribution platforms and media to reach audiences. 4.2 Properties and formats of Media files	<u>Freya Models</u> Students to complete Freya models activity linked to keyword taught in previous lessons. <u>Exam Questions</u> Students complete past paper questions linked to what was taught in previous lessons to help with exam preparation. <u>Mini Whiteboard activities</u> Quick fire questions to identify misconceptions of knowledge gaps.	How media has developed since the 19th century The Evolution of Mass Media Intro to Communication Studies Class Notes Fiveable Fiveable	• Components of workplaces • Mind map • Mood board • Privacy and permissions • Defamation • Data protection • Protecting intellectual property • Using copyrighted materials • Risk assessments • Location recces • Online • Physical platforms • Physical media • Static image file formats. • Moving image file formats • Lossy compression • Lossless compression.	Computing Club
Half Term 3	RO94 Visual Identity and digital graphics- Coursework	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. 2.3 Techniques to plan visual identity and digital graphics.	<u>Freya Models</u> Students to complete Freya models activity linked to keyword taught in previous lessons. <u>Exam Questions</u> Students complete past paper questions linked to what was taught in previous lessons to help with exam preparation. <u>Mini Whiteboard activities</u> Quick fire questions to identify misconceptions of knowledge gaps.	"Visual identity: What it is and why it matters for your brand" Visual identity: What it is and why it matters for your brand	• Purpose of visual identity • Component features of visual identity • Elements of visual identity • Graphics • Typography • Layout/complexity • Business type • Brand values • Brand-positioning • Concepts of graphic design • Bitmap/raster properties • Vector graphic properties • Licenses and permissions. • Mood board • Mind map • Concept sketch • Visualisation diagram.	Computing Club

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Half Term 4	RO94 Visual Identity and digital graphics- Coursework	3.1 Tools and techniques of imaging 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.	<u>Freya Models</u> Students to complete Freya models activity linked to keyword taught in previous lessons. <u>Exam Questions</u> Students complete past paper questions linked to what was taught in previous lessons to help with exam preparation. <u>Mini Whiteboard activities</u> Quick fire questions to identify misconceptions of knowledge gaps.	"Crafting Visual Identity" Crafting Visual Identity	• Images • Graphics • Canvas size • Layout tools • Drawing tools • Use of selection • Retouching • Typography • Filters and effects • Resize and resample • Storage location • Changing the file format	Computing Club
Half Term 5	RO94 Visual Identity and digital graphics- Coursework	Task 1a, b, c started.	<u>Freya Models</u> Students to complete Freya models activity linked to keyword taught in previous lessons. <u>Exam Questions</u> Students complete past paper questions linked to what was taught in previous lessons to help with exam preparation. <u>Mini Whiteboard activities</u> Quick fire questions to identify misconceptions of knowledge gaps.	Decoding the Adaptation of Brands in the Digital Environment Decoding the Digital Consumer: The Power Behind the Click	• Raster Graphics • Vector Graphics • Resolution • DPI (Dots Per Inch) • File Format • Compression • Transparency • Layer • Crop • Export	Computing Club

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Half Term 6	RO94 Visual Identity and digital graphics- Coursework	Task 2a, b, c, d	<u>Freya Models</u> Students to complete Freya models activity linked to keyword taught in previous lessons. <u>Exam Questions</u> Students complete past paper questions linked to what was taught in previous lessons to help with exam preparation. <u>Mini Whiteboard activities</u> Quick fire questions to identify misconceptions of knowledge gaps.	The Role of Visual Design in Brand Identity Branding and Identity: Exploring the Role of Graphic Design	• Copyright • Royalty-Free • Creative Commons • Trademark • Fair Use • Ethical Design • House Style	Computing Club

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	Recall exam past paper question marked and feedback given. Mock Exams - 1hr, exam questions from OCR Creative IMedia RO94 Visual Identity and digital graphics- Coursework started	Past paper question as recall activities is keeping the exam content active during coursework units. Assess Understanding of the content taught for Unit 1 so far, written mock exam assessment.	Recorded on tracker and SIMS, students will receive marked papers back with areas for improvement.
Half Term 4	Recall exam past paper question marked and feedback given. RO93 Creative IMedia in the Media Industry exam RO94 Visual Identity and digital graphics- Coursework started (Task 1 a, b & c)	Task 1a,b & c completed section to be graded for coursework marks	Recorded on tracker, students will receive marked papers back with areas for improvement. Recorded on tracker with written feedback for students.
Half Term 5	Recall exam past paper question marked and feedback given. RO94 Visual Identity and digital graphics- Coursework started (Task 2 a, b)	Task 2 a,b completed section to be graded for coursework marks.	Live feedback given on coursework.
Half Term 6	Mock Exams – 1hr 30 minutes, Exam past paper from OCR Creative IMedia RO93. RO94 Visual Identity and digital graphics- Coursework started (Task 2 c, d)	Assess Understanding of the content taught for Unit 1, written exam assessment in exam conditions. Task 2 c,d completed section to be graded for coursework marks.	Live feedback given during lessons. Recorded on tracker and SIMS, students will receive marked papers back with areas for improvement.

