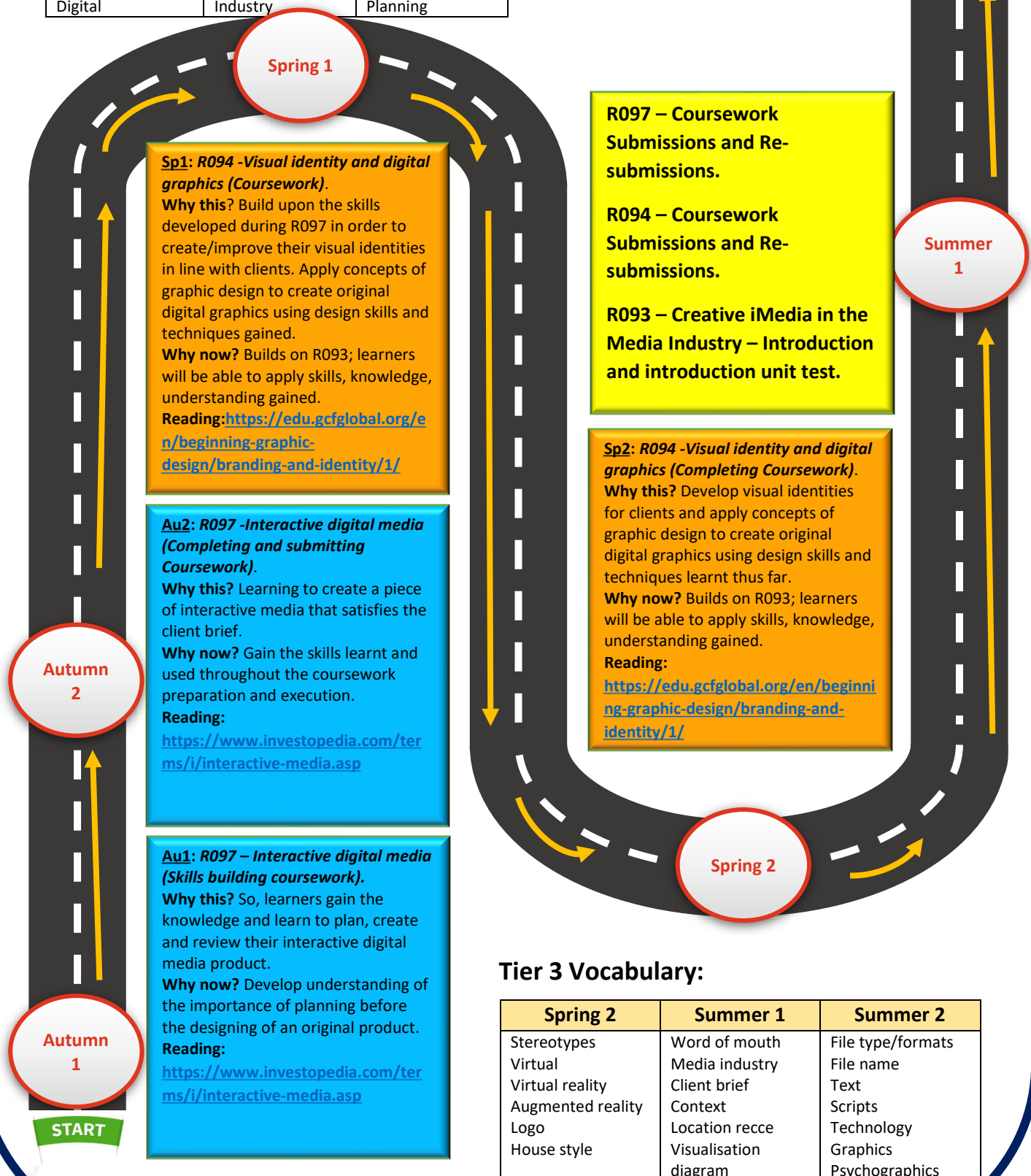


Year 10 Creative iMedia



Tier 3 Vocabulary:

Autumn 1	Autumn 2	Spring 1
Client	Digital graphics	Media
Audience	Demographics	Medium
Target audience	Digital	Narrative
Branding	Genre	Product
Multimedia	Hardware	Production
Consumer	Software	schedule
Digital	Industry	Planning



Tier 3 Vocabulary:

Spring 2	Summer 1	Summer 2
Stereotypes	Word of mouth	File type/formats
Virtual	Media industry	File name
Virtual reality	Client brief	Text
Augmented reality	Context	Scripts
Logo	Location recce	Technology
House style	Visualisation diagram	Graphics
		Psychographics