Long Term Intent iMedia

Cambridge National in Creative iMedia will encourage students to:

• understand and apply the fundamental principles and concepts of digital media including factors that influence product design, use of media codes and conventions, pre-production planning techniques, legal issues and creation/publishing/distribution considerations

• develop learning and practical skills that can be applied to real-life contexts and work situations • think creatively, innovatively, analytically, logically and critically

• develop independence and confidence in using skills that would be relevant to the media industry and more widely

• design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements

	Knowledge and Understanding	Skills
Year 11	R093: Distribution Considerations 4.1 Distribution Platforms Online Physical platforms Physical Media	R097: Interactive Digital Media 2.1 Technical Skills to **create/edit and manage assets for IDM Audio • Cut • Split • Trim • Extend • Enhancing sound • Volume**
	093: Distribution Considerations 4.2 Properties and formats of media files 4.2.1 Images files 4.2.2 Audio files 4.2.3 Moving Image files 4.2.4 File compression	R097: Interactive Digital Media 2.1 Technical Skills to **create/edit and manage assets for IDM Audio • Cut • Split • Trim • Extend • Speed • Tempo**
	R093: Creative Imedia in the media Industry 1.1 Creative Imedia sectors and Products • Apps (Focus solely on Interactive Digital media – make link to R097)	R097: Interactive Digital Media 2.1 Technical Skills to **create/edit and manage assets for IDM**
	R093: Creative Imedia in the media Industry 1.1 Creative Imedia sectors and Products • Websites (Focus solely on Interactive Digital media – make link to R097)	Learning Outcome One for R097 External **Assessment Client Brief Mind Map Mood board**
	093: Revision 2.1 - 2.3 Factors influencing product sign (will be refresher ready for next NEA	Learning Outcome One for R097 External **Assessment Storyboards, Wire frames**
	R093: Revision 3.1 - 3.3 PreProduction Planning (will be refresher ready for next NEA, linkked to R097 1.4)	Learning Outcome One for R097 External **Assessment Work plans Asset gathering**
	R097: Interactive Digital Media 1.1 Types of interactive digital media • Websites • Information Points • Apps • Digital Maps • Games	Learning Outcome Two for R097 External **Assessment Asset Preparation**
	097: Interactive Digital Media 1.1 Types of interactive digital media • Websites • Information Points • Apps • Digital Maps • Games Hardware and interactivity	Learning Outcome Two for R097 External **Assessment Create Final Product**
		Learning Outcome Three for R097 External Assessment Testing Learning Outcome Two for R097 External Assessment **Testing**
	R097: Interactive Digital Media 1.2 Features and Conventions of interactive digital media • GUIs • Interaction styles • Accessibility	Learning Outcome Two for R097 External Assessment **Create Final Product Export and Save Learning**

	R097: Interactive Digital Media 2.1 Technical Skills to create/edit and manage assets for IDM Audio • Sound effects • Narration • Music	Learning Outcome Three for R097 External Assessment **Final Testing Complete Review**
	R097: Interactive Digital Media 2.1 Technical Skills to create/edit and manage assets for IDM Moving Images • Video • Animation	
	R097: Interactive Digital Media 2.1 Technical Skills to create/edit and manage assets for IDM Interactive Assets • Buttons • Rollover • Banners • Nav Bars • Forms	
	R097: Interactive Digital Media 3.1 Techniques to test/Check • Test Plans	
	R097: Interactive Digital Media 3.2 Improvements and further Developments	
	R093: Revision	

Year 10	**1.1 Purpose, elements and design of visual identity**	Know how visual identity relates to Brand
	Purpose of visual identity	
	□ Recognition/familiarity	
	□ Establish a brand	
	□ Develop brand loyalty	
	□ Visual communication with audiences/consumers	
	Component features of visual identity	
	□ Name	
	□ Logo	
	□ Slogan/strap line	
	Elements of visual identity	
	□ Graphics	
	▪ shape/symbol	
	□ Typography	Know how visual identity elements are influenced by business type, brand values and brand positioning.
	□ Colour palette and meaning	
	□ Layout/complexity	The component features of visual identity
		The elements of visual identity
	Visual identity design style	
	□ Business type	
	□ Brand values	
	□ Brand positioning	
	▪ economy ▪ mid-range ▪ high-end	
	Visual identity design style	
	□ Business type	Know that visual identity needs to encapsulates brand values and be appropriate/relevant for the audience and type of market
	□ Brand values	
	□ Brand positioning	
	▪ economy ▪ mid-range ▪ high-end	
	2.1 Graphic Design and Conventions	
	Concepts of graphic design	Know that graphic design has layout conventions for different graphic products and understand the importance of this.
	□ Application of visual identity	
	□ Alignment	
	□ Typography	
	□ Use of colour and colour systems	
	□ Use of white space	
	Layout conventions for different graphic products and purposes	Know that graphic design has layout conventions for different graphic products and understand the importance of this.
	□ Additional information	
	□ Headlines and copy	
	□ Image content	
	□ Titles and mastheads	
	2.2 Properties of digital graphics and use of assets	Limitations of bitmap/raster file formats in terms how many colours are supported, scalability (enlarging) and whether transparent backgrounds can be included
	Technical properties of images and graphics	
	Bitmap/raster properties ▪ colour depth	
	▪ colour mode	
	▪ compression settings ▪ overall quality	
	▪ transparency	Benefits of vector file formats, scalability for large print use
	Vector graphic properties ▪ compatibility	

• file size • scalability • software support Licences and permissions to use assets sourced from □ Client images □ Internet □ Logos □ Photographs □ Stock library	Know what the limitations, rights and permissions are to use certain assets.
2.3 Techniques to plan visual identity and digital graphics Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics □ Mood board Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics □ Mind map □ Concept sketch □ Visualisation diagram	Understand the value of creating a mood board that means something. Creating mood boards with relevant content using physical materials - pictures, text, colours placed on large sheet/board Creating digital mood boards using digital images collected from Software tools and techniques used to create digital graphics □ Use of selections □ Use of layers and layer styles web and other sources, placed on documents/slides in software applications
3.1 Tools and techniques of imaging editing software used to create digital Software tools and techniques used to create digital graphics □ Image/canvas size □ Layout tools □ Drawing tools □ Adjustments to brightness/contrast and colour	Setting the canvas size - expanding or modifying Using layout tools to help the placement of assets e.g. grids, guides and rulers Using drawing tools e.g. shapes, colour fill, gradients Using brightness and contrast, levels, colour balance, hue, saturation
Software tools and techniques used to create digital graphics □ Use of selections □ Use of layers and layer styles	Using selections based on shape, colour or edge contrast Using layers to structure a graphic, create, merge, rename, change opacity
3.2 Technical skills to source, create and prepare assets for use within digital Source assets for use in digital graphics □ Images	Using layer styles to enhance the visual impact e.g. drop shadows, effects, textures

	□ Graphics Create assets for use in digital graphics □ Editing sourced assets to create a derivative asset □ Creating assets using drawing tools	Using internet, stock libraries or client library to search for suitable image assets Downloading/obtaining images and graphics, copying from download folder to working asset folder Creating original or new image assets by editing existing assets or drawing completely new images as bitmap or vector files
	Modify images and other assets to make sure the technical compatibility for use within print graphics □ Resize and resample □ Modifying image properties Store assets for use □ Storage location □ Changing the file format	Resampling of images and assets for use in a print product - checking pixel dimensions and dpi resolution for the intended size of reproduction Rasterising vector based graphics for use in bitmap graphics Using different storage locations to clearly differentiate original and edited assets in separate folders Using file formats to retain image quality (with/ without transparency)
	3.3 Techniques to save and export visual identity and digital graphics Save and export □ Proprietary format master files □ Repurpose and export in appropriate file formats	Repurposing and exporting of visual identity and digital graphics in file formats and image properties which meet client requirements.