

We aim to develop students who:

- have an understanding of pre-production skills used in the creative and digital media sector;
- acquire knowledge and be able to plan pre-production of a creative digital media product to a client brief;
- are equipped learners with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning.

Year 10 Creative iMedia (New Specification)						
	Autumn 1 (HT1)	Autumn 2 (HT2)	Spring 1 (HT3)	Spring 2 (HT4)	Summer 1 (HT5)	Summer 2 (HT6)
Topic Covered	R093: Creative iMedia in the media industry Topic Area 1: The media industry Week 1-2: L1: Introduction to the course L2 & L3 1.1 Media industry sectors and products Week 3-5: L1 & L2: 1.2 Job roles in the media industry Topic Area 2: Factors influencing product design Week 6: L1 & L2 2.1 How style, content and layout are linked to the purpose	Week 1: L1 & L2: 2.2 Client requirements and how they are defined L3: 2.3 Audience demographics and segmentation Week 2: L1 & L2: 2.4 Research methods, sources and types of data Week 3: L1, L2 & L3: 2.5 Media codes used to convey meaning, create impact and/or engage audiences Topic Area 3: Pre-production planning Week 4: L1 & L2 3.1 Work planning Week 5: L1, L2 & L3: 3.2 Documents used to support ideas generation Week 6: L1 & L2 3.3 Documents used to design and plan media products	Week 1: L1 & L2 3.4.1 Legal considerations to protect individuals L3: 3.4.2 Intellectual property rights Week 2: L1 & L2: 3.4.3 Regulation, certification, and classification Week 3: L1 & L2: 3.4.4 Health and safety Topic Area 4: Distribution considerations Week 4: L1, L2 & L3: 4.1 Distribution platforms and media to reach audiences Week 5: L1 & L2 4.2 Properties and formats of media files - 4.2.1 Image Files Week 6: L1 & L2: 4.2.2 Audio Files L3: 4.2.3 Moving Image Files	Week 1: L1: 4.2.3 Moving Image Files L2: 4.2.4 File compression Week 2: Summary and revision before end of unit assessment next week Week 3: End of unit assessment Unit R094: Visual identity and digital graphics Topic Area 1: Develop visual identity Week 4: L1:1.1 Purpose, elements and design of visual identity L2:1.1 Purpose, elements and design of visual identity L3:1.1 Purpose, elements and design of visual identity Topic Area 2: Plan digital graphics for products Week 5: L1 & L2: 2.1 Graphic design and conventions Week 6: L1, L2 & L3: 2.2 Properties of digital graphics and use of assets	Week 1: L1 & L2: 2.3 Techniques to plan visual identity and digital graphics Topic Area 3: Create visual identity and digital graphics Week 2 & Week 3: 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 R094 - Project	R093: Creative iMedia in the media industry Revision of key topics before the PPE Topic Area 1: The media industry Topic Area 2: Factors influencing product design Topic Area 3: Pre-production planning Topic Area 4: Distribution considerations Introduction to R097: Interactive digital media 1.1 Types of interactive digital media, content and associated hardware 1.2 Features and conventions of interactive digital media
Knowledge deepened	Develop knowledge, and understanding relating to different sectors, products and job roles that form the media industry.	Learn how media codes and conventions are applied to create digital media products which engage audiences. Know the main responsibilities of each role in the creation of media products Know that some job roles are specific to pre production, production or post-production phases Know that some job roles span multiple production phases	Know the requirements in client briefs that inform planning. Know the different ways that client briefs are communicated. Learn the purpose of, and reasons for legislation applicable to the media industry and what media producers must do to comply with this legislation.	Know the different categories of audience segmentation. Know examples of the way audiences are grouped for each segmentation type. Gain an understanding of the properties and formats of media files.	Planning animations with audio based on client briefs – gaming technologies, mobile phones, the film industry and multimedia websites.	Use digital animation to enhance applications, entertain and inform the viewer.
Skills developed	Recall knowledge and show understanding Apply knowledge and understanding	Analyse and evaluate knowledge, understanding and performance	Demonstrate and apply skills and processes relevant to the subject area	Recall knowledge and show understanding Apply knowledge and understanding Illustration, graphic design and character design	Analyse and evaluate knowledge, understanding and performance Demonstrate and apply skills and processes relevant to the subject area	Demonstrate and apply skills and processes relevant to the subject area
Links to Specification	R093: Creative iMedia in the media industry Topic Area 1: The media industry Topic Area 2: Factors influencing product design	Topic Area 3: Pre-production planning	Topic Area 4: Distribution considerations	Unit R094: Visual identity and digital graphics Topic Area 1: Develop visual identity Topic Area 2: Plan digital graphics for products	R094 - Project completion (6 weeks)	R093: Creative iMedia in the media industry Topic Area 1: The media industry Topic Area 2: Factors influencing product design

						Topic Area 3: Pre-production planning Topic Area 4: Distribution considerations
Flagship Link						
Cross Curriculum Connections	Research methods - Business studies - primary and secondary research	Legal considerations/Ethical and moral - Computer Science		Technology - Y10 HT1 Product Design - designing and making		
Resources to support learning	Google classroom: https://classroom.google.com/c/NTQ1NjYxMTA0MjA2 https://www.knowitallninja.com/modules/media-industry-sectors-products/	Google classroom: https://classroom.google.com/c/NTQ1NjYxMTA0MjA2 https://www.knowitallninja.com/modules/media-industry-sectors-products/	Google classroom: https://classroom.google.com/c/NTQ1NjYxMTA0MjA2	Google classroom: https://classroom.google.com/c/NTQ1NjYxMTA0MjA2	Google classroom: https://classroom.google.com/c/NTQ1NjYxMTA0MjA2	Google classroom: https://classroom.google.com/c/NTQ1NjYxMTA0MjA2