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Creative iMedia	Year 10	HT1	HT2	HT3	HT4	HT5	HT6
	Topic/ Big idea	R093 – Creative iMedia in the Media Industry R097 – Interactive Digital Media NEA	R093 – Creative iMedia in the Media Industry R097 – Interactive Digital Media NEA	R093 – Creative iMedia in the Media Industry R097 – Interactive Digital Media NEA	R093 – Creative iMedia in the Media Industry R097 – Interactive Digital Media NEA	R093 – Creative iMedia in the Media Industry R097 – Interactive Digital Media NEA	R093 – Creative iMedia in the Media Industry R094 – Visual Identity & Digital Graphics
	Curriculum Related Expectation	R093 ➤ Be able to identify the main sectors of the media industry ➤ Be able to describe products produced by each sector. ➤ Be able to explain the stages of media production ➤ Be able to identify key job roles in each media sector and understand responsibilities of each role ➤ Be able to explain how roles collaborate across the stages of production. ➤ Be able to understand what is meant by Purpose, Style and Content of a media product ➤ Be able to explain how purpose affects style, layout, and content. ➤ Be able to identify the purpose of existing media products. ➤ Be able to understand what client briefs look like ➤ Be able to interpret requirements and extract key information. ➤ Be able to demonstrate understanding of demographics, psychographics, and audience needs. ➤ Be able to explain how products are tailored to suit target groups. ➤ Be able to understand the different media codes e.g. Technical codes, Symbolic codes and Audio codes ➤ Be able to explain how codes communicate meaning and engage audiences. ➤ Be able to understand the difference between Primary vs secondary research. ➤ Be able to understand what is meant by quantitative vs qualitative research. ➤ Be able to identify and use planning documents e.g. Work plans, visualisation diagrams, Wireframes, Scripts & Storyboards ➤ Be able to understand legislations including Copyright and licensing, Trademarks and intellectual property, Data protection and Ethical issues related to representation and content ➤ Be able to understand various distribution Methods e.g. Social platforms, websites, streaming services & physical media as well as their associated File formats including Images (PNG, JPG, TIFF, GIF), Audio (MP3, WAV, AAC), Video (MP4, MOV, AVI) R094 ➤ Be able to explain what a visual identity is and why it is important for a brand. ➤ Be able to identify the elements of a visual identity (logo, name, slogan, typography, colour palette, shapes). ➤ Be able to explain how brand values and positioning influence visual identity design.					

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		➤ Be able to identify the target audience and explain how designs appeal to them. ➤ Be able to create planning documents such as: Mood boards, Mind maps, Concept sketches & Visualisation diagrams ➤ Be able to explain the purpose and content of each planning document. ➤ Be able to select assets (images, graphics) suitable for their product. ➤ Be able to consider legal and ethical issues when sourcing assets. ➤ Be able to apply graphic design principles (alignment, typography, colour, whitespace) in planning. ➤ Be able to use image-editing or graphic software tools to create digital graphics. Import, edit, and manipulate assets (resize, crop, adjust colour/contrast, apply transparency). Combine visual identity elements to produce a finished graphic product (logo, brand graphics, poster, leaflet, etc.). ➤ Be able to apply design conventions and principles consistently. ➤ Be able to save master files in native formats and export finished products in the correct format and resolution. ➤ Be able to select appropriate file formats for print or digital use. ➤ Be able to apply lossy or lossless compression appropriately. ➤ Be able to adjust resolution, colour depth, and properties to suit the final output. ➤ Be able to ensure graphics are optimised for quality, performance, and usability. ➤ Be able to interpret a client brief to extract requirements, constraints, and success criteria. ➤ Be able to design graphics that meet the target audience's needs. Be able to justify design choices in relation to client and audience.
		R097 ➤ Be able to read and interpret a client brief to identify purpose, audience, requirements, and constraints. ➤ Be able to analyse target audience needs and preferences. ➤ Be able to explain the features and purpose of different types of interactive digital media (websites, apps, kiosks, e-learning). ➤ Be able to plan an interactive digital product e.g. create wireframes or mock-ups showing layout and navigation and storyboards or flow diagrams for interactive sequences. ➤ Be able to prepare asset and resource lists for media elements (images, audio, video, text). ➤ Be able to produce a work plan with tasks, timescales, and contingencies. ➤ Be able to identify and address legal and ethical requirements (copyright, licensing, accessibility). ➤ Be able to select appropriate software and tools to create an interactive product. ➤ Import, edit, and optimise assets (images, audio, video, text, graphics). ➤ Be able to build the interactive product, incorporating: buttons, links, navigation and embedded media and interactive elements ➤ Be able to apply consistent design principles, ensuring usability and accessibility. ➤ Be able to manage files effectively (naming, version control, saving in the correct format). ➤ Be able to export or publish the product in a usable format for its target platform. ➤ Be able to plan and carry out tests to check functionality, navigation, interactivity, and usability. ➤ Be able to record test results and identify issues or errors. ➤ Be able to evaluate the product against the client brief and target audience needs.

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	Be able to suggest improvements or further developments and justify choices.					
Keywords	R093 Media, Traditional, Sector, Creative, Technical, Senior, Design, Purpose, Client, Requirements, Audience, Segmentation,, Demographic, Validity, Reliability, Workflow, Contingency, ASA, OFCOM, Sourcing, Hazard, Risk, Location Recce, Data Protection, Copyright, Trademark R097 Client brief, Purpose, Target audience, Requirements, Resources, Deadline, Asset list, File formats, Constraints, House style, Branding, Mood board. Mind map, Visualisation diagram, Copyright, Trademark, Intellectual property (IP), Fair use, Creative, Commons, Releases (model/location), GDPR, Ethical considerations, Defamation, Censorship, BBFC / PEGI / ASA (regulation examples), Composition, Layout, White space, Typography, Serif / sans-serif, Colour palette, Contrast, Balance, Alignment, Proximity, Branding, Hierarchy, Raster, Resolution, DPI / PPI, Layers, Masks, Transparency, File types (PNG, JPEG, SVG, GIF, PDF, PSD, AI)					
Application of knowledge (Assessment)	NEA & WCF Sheets	NEA & WCF Sheets In class assessment	NEA & WCF Sheets	NEA & WCF Sheets Mar PPE May 24 NEA	NEA & WCF Sheets	NEA & WCF Sheets
Revision Strategy	Carousel	Carousel Mind mapping Revision Clocks Look, Cover, Write Check WTM	Carousel	Carousel Mind mapping Revision Clocks Look, Cover, Write Check WTM	Carousel	Carousel
Wider Links	R093 English - Analysing how language persuades audiences. Understanding target audiences and purpose. Comparing media products and evaluating effectiveness. Storyboarding and script writing. Use of persuasive techniques in advertising. Careers Education - understanding roles within the media industry such as: Graphic designer, Animator, Web designer, Editor etc Geography - International audiences. Cultural differences in media products.		R094 Art & Design - Visual communication. Colour theory and psychology. Typography and layout. Composition and design principles. Visual identity and branding. Geography - International audiences. Cultural differences in media products. Distribution methods across different regions. SMSC and British Values - Respect for diverse audiences. Ethical and legal considerations.		R097 Computer Science -User interface (UI) design. User experience (UX). Website design and development. Accessibility. Multimedia integration. Testing and evaluation Art & Design - Visual communication. Colour theory and psychology. Typography and layout. Composition and design principles. Visual identity and branding. Geography - International audiences. Cultural differences in media products.	



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		Distribution methods across different regions. History - Evolution of traditional and new media. Changes in communication technologies. Development of the media industry over time. SMSC and British Values - Respect for diverse audiences. Ethical and legal considerations.	Maths - Scale and proportion. Alignment and positioning. Citizenship / PSHE - Ethical use of media. Copyright and intellectual property. Responsible digital content creation. Design & Technology - Design process. Iterative development. Client-centred design. Evaluation and refinement.	Distribution methods across different regions. SMSC and British Values - Respect for diverse audiences. Ethical and legal considerations. Design & Technology - Design process. Iterative development. Client-centred design. Evaluation and refinement.
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	Topic/ Big idea	R093 – Creative iMedia in the Media Industry R094 – Visual Identity & Digital Graphics	R093 – Creative iMedia in the Media Industry R094 – Visual Identity & Digital Graphics	R093 – Creative iMedia in the Media Industry	R093 – Creative iMedia in the Media Industry	R093 – Creative iMedia in the Media Industry	
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	Wider Links	R093 English - Analysing how language persuades audiences. Understanding target audiences and purpose. Comparing media products and evaluating effectiveness. Storyboarding and script writing. Use of persuasive techniques in advertising. Careers Education - understanding roles within the media industry such as: Graphic designer, Animator, Web designer, Editor etc Geography - International audiences. Cultural differences in media products. Distribution methods across different regions. History - Evolution of traditional and new media. Changes in communication technologies. Development of the media industry over time. SMSC and British Values - Respect for diverse audiences. Ethical and legal considerations.		R094 Art & Design - Visual communication. Colour theory and psychology. Typography and layout. Composition and design principles. Visual identity and branding. Geography - International audiences. Cultural differences in media products. Distribution methods across different regions. SMSC and British Values - Respect for diverse audiences. Ethical and legal considerations. Maths - Scale and proportion. Alignment and positioning. Citizenship / PSHE - Ethical use of media. Copyright and intellectual property. Responsible digital content creation. Design & Technology - Design process. Iterative development. Client-centred design. Evaluation and refinement.		R097 Computer Science -User interface (UI) design. User experience (UX). Website design and development. Accessibility. Multimedia integration. Testing and evaluation Art & Design - Visual communication. Colour theory and psychology. Typography and layout. Composition and design principles. Visual identity and branding. Geography - International audiences. Cultural differences in media products. Distribution methods across different regions. SMSC and British Values - Respect for diverse audiences. Ethical and legal considerations. Design & Technology - Design process. Iterative development. Client-centred design. Evaluation and refinement.	