KS4 Creative iMedia Curriculum Overview

| | Links to KS3 | The objectives for this year are to allow individuals to build on the skills they have previously learnt in KS3. Students knowledge of the Microsoft package will allow them to plan their ideas, while their experiences of sound/video editing and image manipulation will bring their creations to life. Student's understanding of networks, ethics and file types will be crucial when evaluating interactive multimedia products. | | | | | |

Intent

Statement of Intent	In Creative iMedia we would like students to realise just how significant computers are in the media industry. They will gain a real life insight into how projects are planned to meet a set brief and deadline. Students will turn theory in to practical as they have two opportunites to create multimedia products designed to capture the eyes of their desired audience.

Implementation (Year 10)

Timeline	Term 1 - 7 Weeks	Term 2 - 7 Weeks	Term 3 - 7 Weeks	Term 4 - 6 Weeks	Term 5 - 5 Weeks	Term 6 - 6 Weeks
Year Overview	Students will begin the year by gaining an understanding of how digital media products are made and used around them (R093 exam unit). Once students have a base understanding of digital media products, they will begin to learn the processes of creating their own digital media product. Students will apply this knowledge to plan and create their own interactive multimedia product that fits a client brief they have been set (R097 optional unit). In the summer term, students will review their work identifying strengths and weaknesses in their product and own practice. Students will begin to start the mandatory coursework unit in the final summer term.					
SOW	R093: Creative iMedia in the media industry	R093: Creative iMedia in the media industry - R097: Interactive digital media	R097: Interactive digital media	R097: Interactive digital media	R097: Interactive digital media	R094: Visual identity and digital graphics
Assessment Type & Unit Focus	1.1 The Media industry 1.2 Job roles in the industry 2.1 Factors affecting product design 2.2 Client Briefs 2.3 Audience and Demographics	2.4 Research Methods 2.5 Media Codes **R097** 1.1 Types of digital interactive media, content and associated hardware 1.2 Presentation features, conventions and accessibility 1.3 Resources to create	1.4 Pre-production and planning documents 2.1 Image, audio and video asset creation	2.2 File and folder structure, Creation of interactive digital media product 2.3 Saving and exporting	3.1 Testing and checking 3.2 Constraints and improvements **R094** 1.1 Visual identity	2.1 Graphic design 2.2 Properties of graphics and assets 2.3 Planning techniques

Implementation (Year 11)

Year Overview	Y11 will see students research and plan for a second digital media product: a digital graphic. Students will build of previous experience of image manipulation and file properties to create a graphic that can be distributed and draw the attention of the client required target auidence. Again all students will need to evaluate their product to identify strengths and improvements. Terms 4 and 5 will see students revise Unit R093 ready for the summer exam.					
SOW	R094: Visual identity and digital graphics	R094: Visual identity and digital graphics	R093: Creative iMedia in the media industry	R093: Creative iMedia in the media industry	R093: Creative iMedia in the media industry	
Assessment Type & Unit Focus	2.3 Planning techniques 3.1 Image adjustments	3.2 Preparing assets for use 3.3 Saving and exporting	3.1 Workplans 3.2 Idea generation 3.3 Documents to plan media products 3.4 Legislation affecting media products	4.1 Distribution considerations 4.2 Media files and file compression **Revision** 1.1 The Media industry 1.2 Job roles in the industry 2.1 Factors affecting product design 2.2 Client Briefs 2.3 Audience and Demographics	**Revision** 3.1 Workplans 3.2 Idea generation 3.3 Documents to plan media products 3.4 Legislation affecting media products 4.1 Distribution considerations 4.2 Media files and file compression	

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Impact

Topic Texts	•Level 1/Level 2 Cambridge National in Creative iMedia (J834) by J Brown, K Wells & S McAtominey •Cambridge National Level 1/Level 2 Creative iMedia Student Book by Rich Brooks & Jennie Eyres •My Revision Notes: Level 1/Level 2 Cambridge National Creative iMedia 2nd Edition by Kevin Wells •Cambridge National Level 1/Level 2 Creative iMedia Revision Guide and Workbook by Jennie Eyres •Clear Revise OCR Creative iMedia Levels 1/2 J834 (R093, R094) by PG Online					
Year Tracking	Y11 RP1: T1, W5	Y10 RP1: T2, W1 Y11 RP2: T2, W5		Y10 RP2/Y11 RP3: T4, W5	Y11 RP4: T5, W3	
Literacy and Numeracy links	There are a number of key literacy skills that are required throughout all units covered: students do not only need to identify strengths in their work but also evaluate to provide resonable improvement. Students will learn how to structure longer answer questions and format planning techniques such as a work plan correctly. Students will need to be able to draw key information from client brief's to produce a product that matches what the client has requested			There is a large focus on time when completing the coursework units. Students have to design workplans that meet deadlines set by the client. When looking at file compression, students will understand how file properties have a direct correlation to file size and quality.		
How It Is Used / Skills Set Developed / Outcomes	Students will be able to create pre production documents that can be applied to a number of different digital media projects.					
Links to Higher Education	All Units chosen link directly into the CNAT Digital media Level CTEC. Students will be able to transfer their knowledge of topics such as planning, distribution and auidence considerations straight to the coursework unit taught at 6th form. A level: Media Studies (Level 3) Apprenticeship: Media and Broadcast assistant pathway (Level 3) Cambridge Technicals: Information Technology and Digital media (Level 3) T Level: Digital production design and development or Media, Broadcasting and Production (Level 3)					
Careers in the Curriculum	As seen in topic 1.2 of R093 students will identify and research a number of different roles within the industry should that be creative or technical. Students will see what jobs are required at each stage of the production of a media product.					