

SJBC Curriculum Termly Plan: YR10 Creative iMedia

Term	Topic(s) and links to other subjects	Core Knowledge	Core Vocabulary	Assessment	Resources
Autumn 1	Topic 1/2 R093: The media industry	Students explore the 'media' in Creative iMedia gaining an understanding about communication information using various tools and methods. The media industry is divided into two broad areas: <ul style="list-style-type: none"> • Traditional media sectors • New media sectors • Media products • Creative, technical and senior roles • How style, content and layout are linked to the purpose. Client requirements and how they are defined (TA2) • Audience demographics and segmentation (TA2) • Media codes used to convey meaning, create impact and/or engage audiences (TA2) 	Media Distribution Interactive Traditional Augmented reality Virtual reality Sector Multimedia Streaming Downloading Pre-production Production Post-production	Key term –test (Wk1/2) Retrieval test-online –in class x3 (Wk3,4,5) End of topic test (45 mins) Self - assess/record	Core resources: student work books Enrichment and extension resources:
Autumn 2	R093: Work planning and documents used to support ideas generation (TA3) R094: intro (CW-25%)	Students will begin by exploring key concepts and purposes of different media products and their development. The core knowledge and key facts of this topic are: <ul style="list-style-type: none"> • Documents used to design/plan media products • Use of colour in media products • Language and tone in media products • Audience demographics and segmentation • Purpose, features, elements and design of visual identity • Graphic design concepts and conventions • Properties of digital graphics and use of assets 	Advertise Entertain Promote Inform Complementary Adaptation Conventions Demographics segmentation	Key term –test (Wk 2) Retrieval test-online –in class x3 (Wk3,4,5) End of topic test (45 mins)	Core resources: Student work books Enrichment and extension resources:
Spring 1	R093- Cont... R094: Techniques to plan visual	Students will be continuing with R093 covering the following topics: <ul style="list-style-type: none"> • Week 1- Graphics and typography • Week 2- Audio • Week 3- Animations and interactivity 	Typography Resolution Vector Graphics Raster Graphics Compression Bitrate	Key term –test (Wk1/2) Retrieval test-online –in class x3 (Wk3,4,5)	Core resources: student workbooks

	<p>identity and digital graphics</p> <p>R094: Tools and techniques to create visual identity and digital graphics</p>	<ul style="list-style-type: none"> • Week 4- Visualisation diagrams and wireframes • Week 5- Protecting the individual • Week 6- Intellectual property <p>Students will start R094 and work on skills required to tackle R094 effectively. They will cover the following skills-based activities and objectives:</p> <ul style="list-style-type: none"> • The purpose of visual identity • Component and element features of visual identity • Visual identity design style • To understand what is meant by a design concept. • To generate ideas for your own design concept using a mind map. • To create your own design concept for Mp3Me. 	<p>Sampling Rate</p> <p>Frame Rate</p> <p>Interactivity</p> <p>Wireframe</p>	<p>End of topic test (45 mins)</p> <p>Self - assess/record</p>	<p>Enrichment and extension resources:</p>
Spring 2	<p>R094: Techniques to save and export visual identity and digital graphics (with integrated R093 TA4 distribution considerations and file formats)</p> <p>R094: NEA Assessment (working on mock MP3ME project)</p>	<p>Students will be continuing with R093 covering Topic 4, distribution considerations:</p> <ul style="list-style-type: none"> • Week 1- Distribution platforms • Week 2- Distribution media • Week 3- File compression • Week 4- Image files • Week 5- Moving image files <p>Students will also continue with R094 and will export and save their visual identity/digital graphics. Once complete students will work on their mock project, covering these topics:</p> <ul style="list-style-type: none"> • Justification of visual identity • Planning a digital graphic • Sourcing assets • Creating the visual identity • Graphics design concepts and layout conventions 	<p>Distribution Media</p> <p>Compression</p> <p>Lossy Compression</p> <p>Lossless Compression</p> <p>File Format</p> <p>Image Resolution</p> <p>Frame Rate</p> <p>Exporting</p> <p>Justification</p> <p>Graphic Layout</p>	<p>Students will continuously be marked on their coursework material.</p>	<p>Core resources: computers, Student workbooks</p>

SJBC Curriculum Termly Plan: YR11 Creative iMedia

Term	Topic(s) and links to other subjects	Core Knowledge	Core Vocabulary	Assessment	Resources
Autumn 1	R095: Pre-production and planning documentation and techniques for animation with audio (CW 35%)	Students explore the 'media' in Creative iMedia gaining an understanding about communication information using various tools and methods. The media industry is divided into two broad areas: <ul style="list-style-type: none"> • Traditional media sectors • New media sectors • Media products • Creative, technical and senior roles • How style, content and layout are linked to the purpose. Client requirements and how they are defined (TA2) • Audience demographics and segmentation (TA2) • Media codes used to convey meaning, create impact and/or engage audiences (TA2) 	Character Design Comic Strip Structure Narrative Visual Storytelling Character Archetypes Panel Layout Storyboarding Script Writing	Mock client brief - Task1, a, b, c	Core resources: Enrichment and extension resources:
Autumn 2	R095: Techniques to obtain, create and manage assets R095: Techniques used to create animation with audio	Students will begin by exploring key concepts and purposes of different media products and their development. The core knowledge and key facts of this topic are: <ul style="list-style-type: none"> • Documents used to design/plan media products • Use of colour in media products • Language and tone in media products • Audience demographics and segmentation • Purpose, features, elements and design of visual identity • Graphic design concepts and conventions • Properties of digital graphics and use of assets 	Visual Identity Digital Graphics Conventions Concepts Alignment White Space Transferable Opacity Clarity DPI RGB CYMK	Mock cw-online power points assess/record Tasks 2, a, b, c	Core resources: Enrichment and extension resources:
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Spring 1	R095: Techniques	Students explore R094 Visual identity and digital graphics (Mandatory Unit) In this unit pupils will learn to develop	Visual identity Purpose Elements		Core resources:

	<p>used to create animation with audio</p> <p>R094: Pre-production and planning documentation and techniques for animation with audio</p>	<p>visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Develop visual identity • Plan digital graphics for products • Create visual identity and digital graphics. • OCR-set assignment 	<p>Typography Alignment Whitespace Masthead Few Inefficient Limited Minimal Simple Superficial Assets Review Justification Risk Assessment Royalty/License Copyright</p>	<p>Develop create skills</p> <p>Formative Mini assignments</p> <p>Practical Mock client brief – Tasks 1, 2, 3</p>	<p>Enrichment and extension resources:</p>
Spring 2	<p>R094: Techniques to obtain, create and manage assets</p> <p>R094: Techniques used to create animation with audio</p>	<p>RO94 Continued and submission of project Use and apply the concepts of graphic design and layout conventions in your work.</p> <p>Pupils should show how the digital graphics are made. Screenshots of the tools of the image editing software in use are one way this could be done.</p> <p>Submit the visual identity and final graphic products in electronic formats.</p>	<p><u>Technical keywords</u> Vector Graphics Bitmap/Raster Graphics RGB: Red, Green, Blue – the primary colours for on-screen displays. CMYK: Cyan, Magenta, Yellow, Black – used for printing. Resolution: The number of pixels in an image. File Format: The type of file, such as SVG (for vector logos), PNG, or JPEG</p>	<p>Complete design NEA brief</p>	<p>Core resources: student workbooks</p> <p>Enrichment and extension resources:</p>