

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: - 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: - 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: - 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

	identity and digital graphics R094: Tools and techniques to create visual identity and digital graphics	• Week 4- Visualisation diagrams and wireframes • Week 5- Protecting the individual • Week 6- Intellectual property Students will start R094 and work on skills required to tackle R094 effectively. They will cover the following skills-based activities and objectives: • 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.	Sampling Rate Frame Rate Interactivity Wireframe	End of topic test (45 mins) Self - assess/record	Enrichment and extension resources:
Spring 2	R094: Techniques to save and export visual identity and digital graphics (with integrated R093 TA4 distribution considerations and file formats) R094: NEA Assessment (working on mock MP3ME project)	Students will be continuing with R093 covering Topic 4, distribution considerations: • Week 1- Distribution platforms • Week 2- Distribution media • Week 3- File compression • Week 4- Image files • Week 5- Moving image files 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: • Justification of visual identity • Planning a digital graphic • Sourcing assets • Creating the visual identity • Graphics design concepts and layout conventions	Distribution Media Compression Lossy Compression Lossless Compression File Format Image Resolution Frame Rate Exporting Justification Graphic Layout	Students will continuously be marked on their coursework material.	Core resources: computers, Student workbooks

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Summer 1	R094: Techniques to plan visual identity and digital graphics R094: Tools and techniques to create visual identity and digital graphics	Students will continue with R094 (Task 2) and will have to complete all coursework tasks by 4th May. The students will have 2 checkpoints where their work will be checked and comments will be given. Checkpoints work as follows: - Checkpoint 1: 13th April - Logo and text creation - Checkpoint 2: 20th April - Repurposed assets - Asset table - Editing assets 4th May: Final deadline 3 fold leaflet complete and slides up to date. 15th May final submission with OCR – liaison with Marie Lambert The rest of the term will be focused around R093 and covering any gaps in students knowledge.	Typography Resolution Vector Graphics Raster Graphics Compression Bitrate Sampling Rate Frame Rate Interactivity Wireframe Asset table Editing assets Logo	Coursework will be assessed and individual feedback – areas to improve	Core resources: student workbooks, Apple Macs, Enrichment and extension resources: Last week of this half term students will be given R093 revision sheets
Summer 2	R095: Characters and comics R093: R093- The media industry revision	This half term starts on June 1st – R095 content will be release on that day. Students will work on R093 and R095 simultaneously. 1 lesson a week on R093. Students will be revisiting certain elements of R093 where gaps are visible. Topic 3: Pre-Production will be visited the most and there will be formative assessment, low stakes quizzes which will take place at the start of every lesson. 2 lessons a week on R095: these lessons will be used to tackle R095 modules. Students will be directed with tasks to do, similar to how R094 was approached. These R095 lessons will consist of: - Idea generation - Interpretation of client brief - Target audience	Distribution Media Compression Lossy Compression Lossless Compression File Format Image Resolution Frame Rate Exporting Justification Graphic Layout	Students will continuously be marked on their coursework material. Students will be given low-stakes quizzes in each R093 lesson (results will be logged in creative overview)	Core resources: computers, Student workbooks

		• Story generation • Pre-production • Assets required			
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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: - 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: - 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	Visual Identity Digital Graphics Conventions Concepts Alignment White Space Transferable Opacity Clarity DPI RGB CMYK	Mock cw-online power points assess/record Tasks 2, a, b, c	Core resources: Enrichment and extension resources:

		- Graphic design concepts and conventions - Properties of digital graphics and use of assets			
Term	Topic(s) and links to other subjects	Core Knowledge	Core Vocabulary	Assessment	Resources
Spring 1	R095: Techniques used to create animation with audio R094: Pre-production and planning documentation and techniques for animation with audio	Students explore R094 Visual identity and digital graphics (Mandatory Unit) In this unit pupils will learn to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. Topics include: - Develop visual identity - Plan digital graphics for products - Create visual identity and digital graphics. - OCR-set assignment	Visual identity Purpose Elements Typography Alignment Whitespace Masthead Few Inefficient Limited Minimal Simple Superficial Assets Review Justification Risk Assessment Royalty/License Copyright	Develop create skills Formative Mini assignments Practical Mock client brief – Tasks 1, 2, 3	Core resources: Enrichment and extension resources:
Spring 2	R094: Techniques to obtain, create and manage assets	R094 Continued and submission of project Use and apply the concepts of graphic design and layout conventions in your work. Pupils should show how the digital graphics are made. Screenshots of the tools of the image editing	<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.	Complete design NEA brief	Core resources: student workbooks Enrichment and extension resources:

	R094: Techniques used to create animation with audio	software in use are one way this could be done. Submit the visual identity and final graphic products in electronic formats.	Resolution: The number of pixels in an image. File Format: The type of file, such as SVG (for vector logos), PNG, or JPEG		
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Summer 1	R095: Characters and comics- feedback areas to improve Submission 15 th May R093- The media industry revision (core exam 8th June)	Students are given a scenario-based coursework assignment where they have to complete the required planning documentation, creation of a digital graphic, and review documentation. This is marked internally and externally moderated. Student Deadline – 16 th April Image file types Audio file types Moving Image file types Compression and decompression of file types Benefits and disadvantages of distribution platforms Intellectual property -patents, copyright, creative commons	Properties Formats Compression and decompression Sampling Amplitude Quantitation Resolution Intellectual property Location Recce Risk assessment Mitigating risk Job roles -technical, creative, senior ASA, IPSO, BBFC, PEGI Role of regulation	Written feedback on homework and assessments. NEA – Verbal or feedback will be provided in line with OCR guidance. Exam papers Including summative tests at certain checkpoints 1-24 th April 2-5 th May 3-11 may	Core resources: knowledge organiser Textbook Enrichment and extension resources: Revision cards Workbooks Online assessments for each topic 1-4
Summer 2		N/A			

