



Curriculum Overview

| SUBJECT: | Creative iMedia (ICT) | YEAR: | 10 and 11 |
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| INTENT: | For R093, students will be introduced to the fundamental principles and concepts of digital media including factors that influence product design, use of media codes and conventions, pre-production planning techniques, legal issues and creation/publishing/distribution considerations. They will learn to think creatively, innovatively, analytically, logically and critically while developing an independence and confidence in using skills that would be relevant to the media industry and more widely. In R094, students will learn how to plan, create and review visual identities using a client brief and in R097, students will learn how to plan, create and review interactive digital media products. | | |

UNITS OF WORK

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| R097 – Interactive digital media (Y10) | R094 - Visual identity and digital graphics (Y11) | R093 – Creative iMedia in the media industry (Y11) |
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| Key Knowledge/Development | Key Skills Development | Assessment |
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| <ul style="list-style-type: none">The media industryFactors influencing product designPre-production planningDistribution considerationsPlan digital graphics and interactive digital mediaCreate digital graphics and interactive digital mediaReview digital graphics and interactive digital media | <ul style="list-style-type: none">Developing digital graphics and interactive digital media for clientsPlanning original digital graphics and original interactive digital media and all its componentsCreating original digital graphics and original interactive digital media and all its componentsReviewing original digital graphics and original digital media products | <ul style="list-style-type: none">Teacher assessed against OCR requirements, carried out in strict JCQ rules for controlled assessment (R097 and R094)Self-and peer assessment.Past paper exam practice (R093) Y10 and Y11Written paper, OCR set and marked (R093) Y11 |
| EDI/SMSC/British Values/Careers | Literacy/Numeracy | Curriculum Enrichment |
| <ul style="list-style-type: none">Essential skills in planning and creating multimedia digital productsUnderstanding the implications of plagiarising another's workWhat is involved in a career in planning and creating digital productsWhat is involved in a career in the digital media industry | <ul style="list-style-type: none">Describing purposes of interactive digital mediaDescribing target audiences and client requirementsReviewing and describing improvements | Fortnightly homework in Y10 to cover the theory of R093 (Creative iMedia in the media industry) |