

Creative iMedia Curriculum Map

Year 10 Key knowledge & skills to be mastered by students

R093 Exam 40% Topic Area 1: The Media Industry Topic Area 2: Factors Influencing Product Design Topic Area 3: Pre-production Planning Topic Area 4: Distribution Considerations
R094 NEA 25%
R095 NEA 35%

	Learning Period 1: Autumn Term	Learning Period 2: Autumn Term	Learning Period 3: Spring Term	Learning Period 4: Spring Term	Learning Period 5: Summer Term	Learning Period 6: Summer Term
Year 10 January and June NEA submission Windows						
Topic title	R093 Topic Area 2: Factor's influencing product design	R093 Topic Area 3: Pre-production and planning and practise of R094	R094: Visual identity and digital graphics assessment	R093 Introduction to topic area 4: Distribution considerations	Introduction to R095	R095 assessment
Key questions	How is the media industry separated into products and sectors? How have different media industries evolved over time? What is the purpose of different media products? What factors influence product design? How are audiences categorized? What is a client brief?	What pre-planning documents might be used for different purposes? What pre-planning documents support idea generation? What are the conventions of different pre-planning documents? What is a visual identity?	Students to work independently on R094 assessment worth 25% of Cambridge National Qualification	What are image file types? What are Audio file types? What is the difference between bitmap , vector and raster? What are video file types?	What are the conventions of a comic book? How do I design a mascot? How can I use Adobe software to create a character? How Can I use comic life to design a comic?	Students to begin working independently on R095 assessment worth 35% of Cambridge National Qualification
Key knowledge and concepts	Digital Evolution Media Products/Sectors Traditional Media and New Media Style, content and layout of media products Colour theory Formal and Informal language Audience Demographics Stages of production Interpreting client briefs Factors influencing product design: font Introduction to media codes -sound/lighting/mise en scene	Pre-planning documents: work plans, asset tables, mood boards, mind maps, scripts, storyboards, flow charts, wireframe layouts, audience profiles, work plans Software and hardware Visual identity How to respond to a client brief Practise R094 assignment response Understanding NEA regulations	50 marks 2-15 Guided Learning Hours Developing a visual identity Evaluating formats Selecting assets Editing Work plans	Feedback from Sample assignment Introduction to different file types Factors influencing product design Considering distribution platforms	Designing a mascot Understanding the conventions of a comic book -frames /panels/bubbles/image/narrative Review of pre-planning documents	Topic Area 1: Plan characters and comics Topic Area 2: Create characters and comic Topic Area 3: Review characters and comics
Skills	Analysis, Research	. Planning, Devising, Evaluating	Plan, Editing, digital graphic skills, annotation, justification, evaluating	Knowledge of different file types	Understanding mascots Brand identity	Planning design editing preparing assets selecting file types considering distribution platforms
Key terms	Technological Convergence Harmonious and Complementary colours Demographics Socio-economic groups Client brief Constraints Serif / Sans Serif / Script	Mood board Mind map Script and Storyboard Visualisation Diagram Asset Table Flow Chart and Wireframe layout Audience Profile annotation	Visual identity Target audience Digital graphic Justification Technical skills Properties and Formats Conventions Requirements	Lossy and Lossless Bitmap Raster Vector resolution	Convention Character Preparing assets Mode of address Realism Style Design factors	Design and Planning Edit Test and Review Work plan and Generate ideas Assets Client and Purpose product
Assessment/Educational Visit Opportunities			R094 assessment 25%			R095 assessment 35% begins No mock exam due to actual assessment window

Year 11 Key knowledge and skills to be mastered by students

**R093 Exam 40% Topic Area 1: The Media Industry Topic Area 2: Factors Influencing Product Design
R094 NEA 25%
R095 NEA 35%**

Topic title	R095 second half	R093	R093	R093	Revision of R093	
Key questions	Students complete R095 and submit to teacher Students review R094 results and considers need for resubmission of R094 using new brief	What are distribution platforms and what are the advantages and disadvantages of each? What are the properties of different file types? What are the advantages and disadvantages of different file types? What is intellectual property? What is the difference between public and private property?	How can we keep people safe in creative industries? How is the media regulated? What are slander, libel and defamation?	What are different types of client briefs? What are different types of research? How do media products and sectors differ? Why do client briefs differ? What factors influence product design?	Am I ready for the exam? What areas do I need to revise? Do I understand the command words from the paper?	
Key knowledge and concepts	Design, Evaluate, Target Audience, Preparing assets, version history	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	Health and Safety What is slander, libel and general defamation? Media industries regulation Job roles in the media industry	Client brief formats Media Products and Sectors Research methods Formats of client brief What factors affect product design - colour, lighting, typography editing		
Skills	Planning, Design, Evaluation	Using Excel files, analysing file types, evaluating file types,	.Assessing safety risks, analysing legal case studies	Analysis of media product, research		
Key terms	Design Concept Client brief Target audience Purpose Products Conventions Test evaluate	Properties Formats Compression and decompression Sampling Amplitude Quantisation Resolution Intellectual property	Location Recce Risk assessment Mitigating risk Job roles -technical, creative, senior ASA, IPSO, BBFC, PEGI Role of regulation	Denotation and Connotation Contingencies and Constraints Mise en scene Quantitative Qualitative Primary and secondary research Commission Demographics and psycho graphics		
Assessment & Educational Visit Opportunities	Complete R095 35% of qualification in preparation for January Submission and decide upon R094 second attempt	Submission of R095 and any R094 resubmissions Pre-test of R093 knowledge November Mock Exam	January Mock Exam		May/June final exam	