Curriculum Overview Creative iMedia KS4 – Holly Lodge Girls' College

Year 10			
Title	Curriculum content		Assessment
Term 1 **Term 2** **Term 3**	**R094 - Visual identity and digital graphics** **Topic Area 1: Develop visual identity** 1.1 Purpose, elements and design of visual identity • Purpose of visual identity • Component features of visual identity • Elements of visual identity • Visual identity design style **Topic Area 2: Plan digital graphics for products** 2.1 Graphic design and conventions • Concepts of graphic design • Layout conventions for different graphic products and purposes 2.2 Properties of digital graphics and use of assets • Technical properties of images and graphics • Licences and permissions to use assets sourced from 2.3 Techniques to plan visual identity and digital graphics	**R097- Interactive digital media** **Topic Area 1: Plan interactive digital media** 1.1 Types of interactive digital media, content and associated hardware • The format types of interactive digital media • Content used in interactive digital media • Hardware devices used to access interactive digital media • Methods of user interaction within interactive digital media 1.2 Features and conventions of interactive digital media • Features of interactive digital media design • Interface and interaction styles • Accessibility • Conventions of interactive digital media • Creativity in interactive digital media 1.2 Resources required to create interactive digital media products • Hardware used to create interactive digital media	Set assignment- NEA Assessments will take place throughout assignment End of year exam

	• Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics **Topic Area 3: Create visual identity and digital graphics** 3.1 Tools and techniques of imaging editing software used to create digital graphics • Software tools and techniques used to create digital graphics 3.2 Technical skills to source, create and prepare assets for use within digital graphics • Source assets for use in digital graphics • Create assets for use in digital graphics • Modify images and other assets to make sure the technical compatibility for use within print graphics • Store assets for use 3.3 Techniques to save and export visual identity and digital graphics • Save and export	• Software used to create interactive digital media products 1.3 Pre-production and planning documentation and techniques for interactive digital media • Pre-production documentation for interface planning • Pre-production documentation and planning for content • Pre-production documentation and planning for user interaction **Topic Area 2: Create interactive digital media** 2.1 Technical skills to create and/or edit and manage assets for use within interactive digital media products • Techniques for sourcing suitable asset • Static image assets • Techniques to repurpose image assets • Audio assets • Techniques to repurpose audio • Moving image assets • Techniques to repurpose moving images • Interactive assets 2.2 Technical skills to create interactive digital media • Product folder management	

		2.3 Techniques to save and export/publish interactive digital media • Saving interactive digital media products during creation • Exporting/publishing finished interactive digital media products **Topic Area 3: Review interactive digital media** 3.1 Techniques to test/check and review interactive digital media • Techniques to test/check the technical properties of interactive digital media • Performance of multimedia assets • Techniques to review the fitness for purpose of completed interactive digital media 3.2 Improvements and further developments • Constraints which limit the effectiveness of interactive digital media	
		Year 11	
Title	Curriculum content		Assessment
Term 1 & Term 2	**R093: Creative iMedia in the media industry** **Topic Area 1: The media industry** 1.1 Media industry sectors and products • Sectors of the media industry • Traditional media • New media • Products in the media industry 1.2 Job Roles in the Media Industry		Assessments will take place throughout year Dec - Mock exam

- Creative
- Technical
- Senior roles
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Topic Area 2: Factors influencing product design

2.1 How style, content and layout are linked to the purpose
- Purpose
- Style, content and layout

2.2 Client requirements and how they are defined
- Client requirements
- Client brief formats

2.3 Audience demographics and segmentation
- Categories of audience segmentation

2.4 Research methods, sources and types of data
- Primary research methods

2.5 Media codes used to convey meaning, create impact and/or engage audiences
- Media codes
- Audio
- Camera techniques
- Lighting

Topic Area 3: Pre-production planning

3.1 Work planning
- Components of workplans

3.2 Documents used to support ideas generation
- Mind map
- Mood board

3.3 Documents used to design and plan media products

3.4 The legal issues that affect media
3.4.1 Legal considerations to protect individuals

- Privacy and permissions
- Defamation
- Data protection
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3.4.2 Intellectual property rights
- Protecting intellectual property (IP)
- Using copyrighted materials

3.4.3 Regulation, certification, and classification
- Organisations responsible for regulation
- Classification systems and certifications

3.4.4 Health and safety
- Health and safety risks and hazards in all phases of production
- Actions to mitigate health and safety risks and hazards
- Risks assessments
- Location recces

Topic Area 4: Distribution considerations
4.1 Distribution platforms and media to reach audiences
- Online
- Physical platforms
- Physical media

4.2 Properties and formats of media files

4.2.1 Image Files
- The properties of digital static image files
- Static image file formats

4.2.2 Audio Files
- The properties of digital audio files
- Audio file formats

4.2.3 Moving Image Files
- The properties of digital moving image files
- Moving image files formats

4.2.4 File compression

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