Curriculum Intent IT

In KS4 students will learn essential knowledge, transferable skills and tools to improve their learning in other subjects with the aims of enhancing their employability when they leave education, contributing to their personal development and future economic well-being. The qualification will encourage independence, creativity and awareness of the digital media sector.

Exam Board: OCR Nationals Creative iMedia

Assessment Structure:

Units	Structure
R093: Creative iMedia in the media industry	40%
R094: Visual identity and digital graphics	25%
R097: Interactive digital media	35%

R093 - In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences.

Topics include:
- The media industry
- Factors influencing product design
- Pre-production planning
- Distribution considerations

R094 –This is assessed by completing a set assignment. In this unit you will learn to how 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

R097 - This is assessed by completing a set assignment. In this unit you will learn how to plan, create and review interactive digital media products.

Topics include:

- Plan interactive digital media
- Create interactive digital media
- Review interactive digital media

Curriculum Overview

	Autumn HT 1	Autumn HT 2	Spring HT 1	Spring HT 2	Summer HT 1	Summer HT 2
Year 10	R094 Visual identity and digital graphics	R094 Visual identity and digital graphics	R097 Interactive digital media	R097 Interactive digital media	R093 Creative iMedia in the media	R093 Creative iMedia in the media
Year 11	R093 Creative iMedia in the media	R093 Creative iMedia in the media	R093 Creative iMedia in the media	Revision		

YEAR 10 CURRICULUM INFORMATION –CREATIVE IMEDIA				
	AUTUMN 1		**AUTUMN 2**	
What will students be learning?	Students will study R094 Visual Identity and Graphics which is the mandatory coursework unit (35% of GCSE). Students will learn about developing a visual identity, planning a digital graphic that fits with this identity and then creating the visual identity and digital graphic. Students will create a portfolio covering the main points of the set assignment in which they will create a digital graphic using appropriate software and technical skill and save the graphic in an appropriate format.			
How will students be assessed?	Students' coursework will be based on a given scenario from the exam board which has 2 tasks which involves planning and creating a visual identity and graphic which they will be assessed on.			
Literacy – What keywords will be taught?	• Client requirements • Target audience • Visual Identity • House Style	• Logo / Slogan • Typography • Mind map • Mood board	• Visualisation diagram • Assets • Legislation • Image file formats	• Resolution • DPI (Dots per Inch) • PPI (Pixels per Inch)
What employability skills are being developed?	Creative skills, information use, thinking skills, resilience, self-management, written communication			
Wider Curriculum Links?	English – creative thinking by looking into target audience and demographics. Art & Design – designing and drawing ideas for a client			
What useful websites are there for this topic?	What qualification is OCR Creative iMedia? – Study iMedia			
What wider reading could be done for this topic?	Course information can be found on this website Cambridge Nationals - Creative iMedia Level 1/Level 2 - J834 - OCR ClearRevise OCR Creative iMedia Levels 1/2 J834 (R093, R094)) Paperback 2022 (ISBN: 978-1910523278)			
What else can students be doing independently to develop their understanding of this topic?	Students can look at tutorials on using Adobe Photoshop https://www.adobe.com/uk/learn/photoshop			

YEAR 10 CURRICULUM INFORMATION –CREATIVE IMEDIA				
	SPRING 1		**SPRING 2**	
What will students be learning?	Students will study R097 Interactive Digital Media Product which is a coursework unit (25% of GCSE). Students will learn to design and create interactive digital media products for chosen platforms. Students will learn to select, edit, and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience. Students will create a portfolio covering the main points of the set assignment in which they will plan, create and evaluate an interactive digital media product they have been asked to create.			
How will students be assessed?	Students' coursework will be based on a given scenario from the exam board which has 3 tasks which involve planning, creating, and evaluating an interactive digital media product in which they will be assessed on.			
Literacy – What keywords will be taught?	• Client requirements • Target audience • Visual Identity • House Style	• Logo / Slogan • Typography • Mind map • Mood board	• Visualisation diagram • Wireframe • Assets • Legislation	• Image file formats Resolution • DPI (Dots per Inch) • PPI (Pixels per Inch)
What employability skills are being developed?	Creative skills, information use, thinking skills, resilience, self-management, written communication			
Wider Curriculum Links?	English – creative thinking by looking into target audience and demographics. Art & Design – designing and drawing ideas for a client			
What useful websites are there for this topic?	What qualification is OCR Creative iMedia? – Study iMedia			
What wider reading could be done for this topic?	Course information can be found on this website Cambridge Nationals - Creative iMedia Level 1/Level 2 - J834 - OCR ClearRevise OCR Creative iMedia Levels 1/2 J834 (R093, R094)) Paperback 2022 (ISBN: 978-1910523278)			
What else can students be doing independently to develop their understanding of this topic?	Students can look at tutorials on using Adobe Photoshop for image editing. https://www.adobe.com/uk/learn/photoshop Students can look at tutorials on using Adobe Premiere Pro for video editing. https://www.adobe.com/uk/learn/premiere-pro			

YEAR 10 CURRICULUM INFORMATION –CREATIVE IMEDIA			
	SUMMER 1		**SUMMER 2**
What will students be learning?	Students will learn to design and create interactive digital media products for chosen platforms (Unit R097 Interactive Digital Media Product). Students will learn to select, edit, and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience.		Students will start learning the content within Unit R093 Creative iMedia in the media industry. Students will learn about the following topics: - 1.1 Media Industry sectors and products 1.2 Job roles in the media industry
How will students be assessed?	Students' coursework will be based on a given scenario from the exam board which has 3 tasks which involve planning, creating, and evaluating an interactive digital media product in which they will be assessed on.		Students will be assessed on each main topic in the specification with a written test based on exam style questions.
Literacy – What keywords will be taught?	- Client requirements - Target audience - Mindmap - Moodboard	- Visualisation diagram - House style - Assets - Testing	- Animator - Content creator - Copywriter - Graphic Designer - Web designer - Camera Operator - Campaign manager - Creative director - Editor - Production manager
What employability skills are being developed?	Creative skills, information use, thinking skills, resilience, self-management, written communication		
Wider Curriculum Links?	English – looking into target audience and demographics. Art & Design – designing and drawing ideas for a client. Careers – looking at different job roles in the media industry		
What useful websites are there for this topic?	What qualification is OCR Creative iMedia? – Study iMedia		https://studyimedia.co.uk/what-qualification-is-ocr-creative-imedia/
What wider reading could be done for this topic?	Course information can be found on this website Cambridge Nationals - Creative iMedia Level 1/Level 2 - J834 - OCR ClearRevise OCR Creative iMedia Levels 1/2 J834 (R093, R094)) Paperback 2022 (ISBN: 978-1910523278)		
What else can students be doing independently to develop their understanding of this topic?	Students can look at tutorials on using Adobe Photoshop for image editing. https://www.adobe.com/uk/learn/photoshop Students can look at tutorials on using Adobe Premiere Pro for video editing. https://www.adobe.com/uk/learn/premiere-pro		Complete the revision tasks on the website eRevision

YEAR 11 CURRICULUM INFORMATION –CREATIVE IMEDIA				
	AUTUMN 1		**AUTUMN 2**	
What will students be learning?	Students will learn the content within Unit R093 Creative iMedia in the media industry. **Topic 2 Factors influencing product design: -** 2.1 How style, content and layout are linked to the purpose 2.2 Client requirements and how they are defined 2.3 Audience demographics and segmentation 2.4 Research methods, sources and types of data 2.5 Media codes used to convey meaning, create impact and/or engage audiences		Students will learn the content within Unit R093 Creative iMedia in the media industry. **Topic 3 Pre-Production Planning: -** 3.1 Work Planning 3.2 Documents to support design generation. 3.3 Documents that are used to design and plan media products 3.4 The legal issues that affect media **Topic 4 Distribution Considerations: -** 4.1 Distribution platforms and media to reach audiences 4.2 Properties and formats of media files	
How will students be assessed?	Students will be assessed on each main topic in the specification with a written test based on exam style questions.			
Literacy – What keywords will be taught?	• Client ethos • Target Audience • Demographics • Segmentation • House Style	• Primary/ Secondary Research • Qualitative • Quantitative • Mise-en-scene • Typography	• Mind map • Mood board • Visualisation Diagram • Wireframe • Intellectual Property Rights • Defamation (libel /slander)	• Creative Commons • Copyright • Location Recce • PPI/DPI Resolution • Lossy/lossless compression
What employability skills are being developed?	Creative skills, information use, thinking skills, resilience, self-management, written communication			
Wider Curriculum Links?	English – creative thinking by looking into target audience and demographics. Art & Design – designing and drawing ideas for a client			
What useful websites are there for this topic?	What qualification is OCR Creative iMedia? – Study iMedia https://www.bbc.co.uk/bitesize/subjects/ztnygk7			
What wider reading could be done for this topic?	Course information can be found on this website Cambridge Nationals - Creative iMedia Level 1/Level 2 - J834 - OCR ClearRevise OCR Creative iMedia Levels 1/2 J834 (R093, R094)) Paperback 2022 (ISBN: 978-1910523278)			

What else can students be doing independently?	Complete the revision tasks on the website [eRevision](#)

YEAR 11 CURRICULUM INFORMATION –CREATIVE IMEDIA			
	SPRING 1		**SPRING 2**
What will students be learning?	Students will be revising the content within Unit R093 Creative iMedia in the media industry. • Topic 1 The Media Industry • Topic 2 Factors influencing product design • Topic 3 Pre-Production Planning • Topic 4 Distribution Considerations		
How will students be assessed?	Students will be assessed on each main topic in the specification with a written test based on exam style questions.		
Literacy – What keywords will be taught?	• Client ethos • Target Audience • Demographics • Segmentation • House Style	• Primary/ Secondary Research • Qualitative • Quantitative • Mise-en-scene • Typography	• Mind map • Mood board • Visualisation Diagram • Wireframe • Intellectual Property Rights • Defamation (libel /slander)
			• Creative Commons • Copyright • Location Recce • PPI/DPI Resolution • Lossy/lossless compression
What employability skills are being developed?	Creative skills, information use, thinking skills, resilience, self-management, written communication		
Wider Curriculum Links?	English – creative thinking by looking into target audience and demographics. Art & Design – designing and drawing ideas for a client		
What useful websites are there for this topic?	[What qualification is OCR Creative iMedia? – Study iMedia](#) https://www.bbc.co.uk/bitesize/subjects/ztnygk7		
What wider reading could be done for this topic?	Course information can be found on this website [Cambridge Nationals - Creative iMedia Level 1/Level 2 - J834 - OCR](#) ClearRevise OCR Creative iMedia Levels 1/2 J834 (R093, R094)) Paperback 2022 (ISBN: 978-1910523278)		

What else can students be doing independently to develop their understanding of this topic?	Complete the revision tasks on the website eRevision Students could prepare revision cards/notes on each topic area.