

Key Stage 4 Long Term Planning

Year 10 SYLLABUS: Cambridge Nationals Creative iMedia – J834

Year 10 INTENT: The Creative iMedia curriculum allows students to think creatively, innovatively, analytically, logically and critically. Through the NEA units, students develop independence and confidence in using skills that would be relevant to the media industry and more widely. They learn to design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements. Students will go on to understand and apply 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 develop learning and practical skills that can be applied to real-life contexts and work situations.

Curriculum Area: Art, Performance and Technologies Faculty

Year 10	Autumn 1	Autumn 2	Spring 1 and 2	Summer Term
Syllabus	R094: Visual Identity and Digital Graphics	R094: Visual Identity and Digital Graphics	R094: Visual Identity and Digital Graphics	R097: Interactive Digital Media
Knowledge	<p>R094 is a mandatory unit for the iMedia award which allows student to learn about developing a visual identify, planning a digital graphic that fits with this identify and then creating the visual identity and digital graphic.</p> <p>During this half term, students will learn the theory that is required to complete the coursework. We will look at the purpose of visual identity, what design styles to use along with the components that are included within visual identity.</p>	<p>R094 is a mandatory unit for the iMedia award which allows student to learn about developing a visual identify, planning a digital graphic that fits with this identify and then creating the visual identity and digital graphic.</p> <p>During this term, students will design a concept for a visual identify which has been clearly referenced back to the client within the set task. Alongside this, students will be able to justify why the visual identify they have developed is suitable for the identified client.</p>	<p>During this term, students will design a concept for a visual identify which has been clearly referenced back to the client within the set task. Alongside this, students will be able to justify why the visual identify they have developed is suitable for the identified client.</p> <p>Alongside this, students will create their visual identity within Photoshop, and begin to create their digital advertisement in line with the brief.</p> <p>Students will also complete the following tasks:</p> <ul style="list-style-type: none"> • Create assets that can be used within their graphic product i.e. the magazine advert • Use image editing software to create their magazine advertisement and then repurpose this for use online • Export their digital graphic products. 	<p>R097 is one of the optional units available for this award, which allows students to understand the following:</p> <ul style="list-style-type: none"> • Types of Interactive digital media, content and the associated hardware • What content is used in interactive digital media products • How users interact with digital media products • Pre-production and planning documentation
Skills	Students will learn how to create their own visual identity based on the sample brief	Students will learn about the different documents	Students will learn the following skills and techniques <ul style="list-style-type: none"> • Techniques to plan visual identity and digital graphics 	Students will learn key skills required for the planning and creation of products in the creative media sector. Students will develop

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	provided by the exam board. This will equip students with the skills required to complete the Mandatory Coursework.	used to design/plan media products	<ul style="list-style-type: none"> Tools and techniques to create visual identity and digital graphics Technical skills to source, create and prepare assets for use within digital graphics <p>Techniques to save and export visual identity and digital graphics (with integrated R093 TA4 distribution considerations and file formats)</p>	their skills in Microsoft PowerPoint by being able to embed links and videos.
Connections to previous learning	Students will have heard of most of the 5-key preproduction documents that will be focused upon and will more than likely have used them before across other subjects. Students will also have learnt the very basics of photoshop previously and will build on these skills	Students have learnt the basics of digital graphics that must be included in them coursework in Year 9. Students will also have created some of the planning documents in previous years.	<p>Students have learnt the basics of digital graphics that must be included in them coursework in Year 9. Students will also have created some of the planning documents in previous years.</p> <p>Students will have a basic level of understanding for Photoshop/image editing software, as students will have completed 2 units, one in Year 8 and another in Year 9.</p>	Within this Non-Examined Assessment, there are several related topics from R093 and R094 which will assist students in this unit. Students have also completed a Digital Media project in year 9, and this equipped the students with different skills from interpreting client requirements to producing pre-production documents such as how to create a Moodboard, mindmap and visualisation diagrams.
Assessment	Point 1: Throughout this unit, students will complete formative assessments in the form of questioning, quizzes, observations and exit tickets to measure how students are understanding the content taught.	<p>Point 1: Throughout this unit, students will complete formative assessments in the form of questioning, quizzes, observations and exit tickets to measure how students are understanding the content taught.</p> <p>Point 2: Students will be working on their Assignment throughout this topic. Time spent completing their R094 Assignment will be managed</p>	<p>Point 1: Throughout this unit, students will complete formative assessments in the form of questioning, quizzes, observations and exit tickets to measure how students are understanding the content taught.</p> <p>Point 2: Students will be working on their Assignment throughout this topic. Time spent completing their R094 Assignment will be managed</p>	<p>Point 1: Throughout this unit, students will complete formative assessments in the form of questioning, quizzes, observations and exit tickets to measure how students are understanding the content taught.</p> <p>Point 2: Students will be working on their Assignment throughout this topic. Time spent completing their R097 Assignment will be managed</p> <p>Point 3: Weekly Progress Checks will be conducted for progress in their coursework.</p>
Homework	Homework will be set every week, this will include creative consolidation tasks, independent research tasks and past paper exam questions.	Homework will be set every week, this will include creative consolidation tasks, independent research tasks and past paper exam questions.	<p>Homework will be set every week, this will include creative consolidation tasks, independent research tasks and past paper exam questions.</p> <p>Homework 15 – Exam Practice</p> <p>Homework 16 – Visualisation Diagram Research Task</p>	<p>Homework will be set every week, this will include creative consolidation tasks, independent research tasks and past paper exam questions.</p> <p>Homework 25 – Client Brief, Target Audience and Visual Identity Questions</p> <p>Homework 26 - Mindmap Task</p>

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	<p>Homework 1 – Brand Visual Identity Investigation</p> <p>Homework 2 – Pre-Production Documentation</p> <p>Homework 3 – Logo Analysis, Design and Creation</p> <p>Homework 4 – Cattery Logo Task</p> <p>Homework 5 – Social Media Advert</p> <p>Homework 6 – Football Team Visual Identity</p> <p>Homework 7 – Sales Pitch using a Mood Board.</p>	<p>Homework 8 – Client Brief, Target Audience and Visual Identity Questions</p> <p>Homework 9 – Mindmap Task</p> <p>Homework 10 – Moodboard Task</p> <p>Homework 11 – Re-Design a Set of Visual Identity's (Popular Brand)</p> <p>Homework 12 – Guided Reading Activity based on the Metaverse.</p> <p>Homework 13 – Key Terms Sheet</p> <p>Homework 14 – 10 Question Microsoft Form Quiz based on content of Autumn Term.</p>	<p>Homework 17 – Guided Reading Activity based on using digital graphics in industry.</p> <p>Homework 18 – Microsoft Form Quiz (10 Questions)</p> <p>Homework 19 – Exam Practice- 9 Mark Question</p> <p>Homework 20 – Key Terms Sheet</p> <p>Homework 21 – File Format's Research and Exam Questions</p> <p>Homework 22 – Guided Reading Activity based on Artificial Intelligence.</p> <p>Homework 23 – Diagnostic Questioning via Microsoft Forms</p> <p>Homework 24 – Key Terms Sheet</p>	<p>Homework 27 – Guided Reading Activity based on the Digital Divide</p> <p>Homework 28 – Key Terms</p> <p>Homework 29 – Exam Practice – 9 Mark Questions</p> <p>Homework 30 to 35 – Revise for End of Year Assessment</p>
Culture Capital	Virtual Careers presentation on the various roles in film, tv and other creative areas and how important STEM subjects are to get these roles.	Opportunity at lunchtimes/afterschool to catch up on coursework will be available	Opportunity at lunchtimes/afterschool to catch up on coursework will be available	Opportunity at lunchtimes/afterschool to catch up on coursework will be available
Numeracy				
Literacy	<p>Key words will be displayed and used throughout the lessons. Students will focus on their literacy skills when completing written work on the computers.</p> <p>Each week, a word from the course will be picked and this will be the subject's word of the week. By the end of the week, students need to be able to define this word.</p>	<p>Key words will be displayed and used throughout the lessons. Students will focus on their literacy skills when completing written work on the computers.</p> <p>Each week, a word from the course will be picked and this will be the subject's word of the week. By the end of the week, students</p>	<p>Key words will be displayed and used throughout the lessons. Students will focus on their literacy skills when completing written work on the computers.</p> <p>Each week, a word from the course will be picked and this will be the subject's word of the week. By the end of the week, students need to be able to define this word.</p>	<p>Key words will be displayed and used throughout the lessons. Students will focus on their literacy skills when completing written work on the computers.</p> <p>Each week, a word from the course will be picked and this will be the subject's word of the week. By the end of the week, students need to be able to define this word.</p>

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		need to be able to define this word.		
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Key Stage 4 Long Term Planning

Year 11 SYLLABUS: Cambridge Nationals Creative iMedia – J834

Year 11 INTENT: The Creative iMedia curriculum allows students to think creatively, innovatively, analytically, logically and critically. Through the NEA units, students develop independence and confidence in using skills that would be relevant to the media industry and more widely. They learn to design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements. Students will go on to understand and apply 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 develop learning and practical skills that can be applied to real-life contexts and work situations.

Curriculum Area: Art, Performance and Technologies Faculty

Year 11	Autumn Term	Spring Term	Summer Term
Syllabus	R097: Interactive Digital Media (Optional NEA)	R093: Creative iMedia in the Media Industry (Externally Examined)	R093: Creative iMedia in the Media Industry (Externally Examined)
Knowledge	<p>R097 is one of the optional units available for this award, which allows students to understand the following:</p> <ul style="list-style-type: none"> Folder Management Technical skills to create, edit and manage assets for use Technical skills to create interactive digital media products Product content/triggers and behaviours File Formats and Version Control Techniques to text/check and review interactive digital media products. 	<p>R093 is the examination unit available for this award. Theory is interwind into coursework lessons, but this is the main theory required for the exam. Students are required to know the following:</p> <ul style="list-style-type: none"> Product and job roles available in the media sector How style, content and layout are linked to the purpose of the product Client and target audience identification Audience Demographics and Segmentation Research methods and sourcing information <p>Exam Technique</p>	<p>R093 is the examination unit available for this award. Theory is interwind into coursework lessons, but this is the main theory required for the exam. Students are required to know the following:</p> <ul style="list-style-type: none"> Media Codes used to convey meaning, create impact and/or engage audiences Work Planning Pre-production documents (recap – taught in coursework unit) Legal Issues Regulation, certification and classification Health and Safety Distribution platforms Properties and formats of media files
Skills	<p>Students will learn key skills required for the planning and creation of products in the creative media sector. Students will develop their skills in Microsoft PowerPoint by being able to embed links and videos.</p> <p>This component will support learners in progressing to a Level 2 or Level 3 qualification in the digital sector. Learners will develop transferable skills such as:</p> <ul style="list-style-type: none"> Pre-Production Interactive Media and Graphic design skills Reviewing skills 	<p>Main Skill taught during this term will be exam technique in preparation for their exam in June</p>	<p>Main Skill taught during this term will be exam technique in preparation for their exam in June</p>

<p>Connections to previous learning</p>	<p>Within this Non-Examined Assessment, there are several related topics from R093 and R094 which will assist students in this unit. Students have also completed a Digital Media project in year 9, and this equipped the students with different skills from interpreting client requirements to producing pre-production documents such as how to create a Moodboard, mindmap and visualisation diagrams.</p>	<p>Within this Exam Unit, there are several related topics from R093 and R097 which will assist students in this unit.</p>	<p>Within this Exam Unit, there are several related topics from R093 and R097 which will assist students in this unit.</p>
<p>Assessment</p>	<p>Point 1: Throughout this unit, students will complete formative assessments in the form of questioning, quizzes, observations and exit tickets to measure how students are understanding the content taught.</p> <p><i>Point 2:</i> Students will be working on their Assignment throughout this topic. Time spent completing their R097 Assignment will be managed</p> <p><i>Point 3:</i> Weekly Progress Checks will be conducted for progress in their coursework.</p>	<p>Point 1: Throughout this unit, students will complete formative assessments in the form of questioning, quizzes, observations and exit tickets to measure how students are understanding the content taught.</p> <p>Point 2: Mock Examination and Class Assessments will take place to check progress in preparation for the exam.</p>	<p>Point 1: Throughout this unit, students will complete formative assessments in the form of questioning, quizzes, observations and exit tickets to measure how students are understanding the content taught.</p> <p>Point 2: Mock Examination and Class Assessments will take place to check progress in preparation for the exam.</p>
<p>Homework</p>	<p>Homework will be set every week, this will include creative consolidation tasks, independent research tasks and past paper exam questions.</p> <p>Homework 1 – Client Brief Interpretations Task based on practice brief provided by exam board</p> <p>Homework 2 – Moodboard Task based on practice brief provided by the exam board</p> <p>Homework 3 – Mindmap Task based on practice brief provided by the exam board</p> <p>Homework 4 – Key Words Activity</p> <p>Homework 5 – Pre-Production Low Stakes Quiz – Microsoft Forms</p> <p>Homework 6 – Revise for Mock Exam</p> <p>Homework 7 – Exam Question Practice /Revise for Mock</p> <p>Homework 8 – Exam Question Practice</p> <p>Homework 9 – Revise for Mock Exam</p> <p>Homework 10 – Plug the Gap Activity</p> <p>Homework 11 – Guided Reading – Pre-Production Documents</p> <p>Homework 12 to 15 – Individual Student Homework based on Coursework PLC</p>	<p>Homework will be set every week, this will include creative consolidation tasks, independent research tasks and past paper exam questions.</p> <p>Homework 16 – Exam Booklet 1 based on theory</p> <p>Homework 17 Plug the Gap Activity</p> <p>Homework 18 – Exam Booklet 2</p> <p>Homework 19 – Diagnostic Questioning – Microsoft Form</p> <p>Homework 20 – Exam Booklet 3</p> <p>Homework 21 – 30 – Weekly Exam Questions / Revision Plan</p>	<p>Homework will be set every week, this will include creative consolidation tasks, independent research tasks and past paper exam questions.</p> <p>Homework during the Summer Term will be exam practice and following the revision plan provided by the teacher.</p>

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Culture Capital	<p>Students will be provided opportunities at lunch time and afterschool to catch up on coursework.</p> <p>Virtual Careers presentation on the various roles in film, tv and other creative areas and how important STEM subjects are to get these roles.</p>	<p>Students will be provided opportunities at lunch time and afterschool to catch up on coursework.</p>	<p>Students will be provided opportunities at lunch time and afterschool to catch up on coursework.</p>
Numeracy			
Literacy	<p>Key words will be displayed and used throughout the lessons. Students will focus on their literacy skills when completing written work on the computers.</p> <p>Each week, a word from the course will be picked and this will be the subject's word of the week. By the end of the week, students need to be able to define this word.</p>	<p>Key words will be displayed and used throughout the lessons. Students will focus on their literacy skills when completing written work on the computers.</p> <p>Each week, a word from the course will be picked and this will be the subject's word of the week. By the end of the week, students need to be able to define this word.</p>	<p>Key words will be displayed and used throughout the lessons. Students will focus on their literacy skills when completing written work on the computers.</p> <p>Each week, a word from the course will be picked and this will be the subject's word of the week. By the end of the week, students need to be able to define this word.</p>
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Key Stage 4 – Year 1 at a glance!

Year 10 intent:

R094 - 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.

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.

<p style="text-align: center;">R094 Mandatory NEA</p> <ul style="list-style-type: none"> • Develop visual identity. • Plan digital graphics for products. • Create visual identity and digital graphics. 	<p style="text-align: center;">R093 Exam Theory - Breadth</p> <ul style="list-style-type: none"> • The media industry • Factors influencing product design. • Pre-production planning. • Distribution considerations.
<ul style="list-style-type: none"> • Pupils formulate design concept for a visual identity that is suitable for the client. • Pupils Justify understanding of the extent to which the visual identity is fit for purpose. • Pupils create planning documentation for the digital graphic product. • Pupils use technical skills to create the visual identity. • Pupils explore properties and format(s) of the visual identity and apply these to their work. • Use of technical skills to prepare assets. • Use of tools and techniques to create the digital graphic products. • Pupils apply design concepts and layout conventions to the digital graphic products. • Final digital graphic products meet the client's requirements. • Pupils apply effective Properties and format(s) of the final digital graphic products. • This component will support learners in progressing to a Level 2 or Level 3 qualification in the digital sector. Learners will develop transferable skills such as pre-production, visual identity & graphic design skills, which will support their progression to Level 2 or Level 3 vocational or academic qualifications. 	<ul style="list-style-type: none"> • Pupils will study the Media industry, the different sectors and the products within it. • Pupils will understand the variety of job roles in the Media industry. • Pupils will understand the purpose of product design and how the product influences that colours, styles and layout of a Media product. • Pupils will understand tone of voice and how it can be applied to media products. • Pupils will understand the different audiences and demographics and be able to apply these to a client brief. • Pupils will understand the methods of research and will be able to assess their suitability. • Pupils will identify media codes and will understand their use on media products. • Pupils will explore the different camera techniques, movements and transitions in the media industry. • Pupils will assess how mise-en-scène lighting and audio are used effectively in the media industry. • Pupils will be able to create and evaluate pre-production documents. • Pupils will consider legal issues, regulations and certifications needed in the media industry. <p>Pupils will understand distribution methods required in the media industry and know the effects of compression and the impact that it has on file properties.</p>

Key Stage 4 – Year 2 at a glance!

Year 11 intent:

R095-99 (OPTIONAL UNIT) – R097 used for this Curriculum Plan. In this unit you will learn to how to design, crate and review an Interactive Digital Multimedia Product (IMDP).

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.

<p style="text-align: center;">R097 Optional NEA</p> <ul style="list-style-type: none"> • Design an Interactive Digital Multimedia Product • Create an Interactive Digital Multimedia Product • Review an Interactive Digital Multimedia Product 	<p style="text-align: center;">R093 Exam Theory - Depth</p> <ul style="list-style-type: none"> • The media industry • Factors influencing product design. • Pre-production planning • Distribution considerations.
<ul style="list-style-type: none"> • Pupils produce an interpretation from the client brief deciding and justifying a target audience for the brief. • Pupils will generate original ideas to meet the client brief. • Pupils will generate ideas for the content of your IDMP. • Pupils will explain how your ideas would meet the client brief and appeal to the target audience. • Pupils will create pre-production documents to show the layout, content, functionality of the IDMP. • Pupils will create a testing table/structure for their IDMP. • Pupils will identify the assets required and explain their planned use in the IDMP. • Pupils will source and create the media assets which will form the components of their IDMP. • Pupils will repurpose media assets wo ensure their suitability for an IDMP. • Pupils will create interactive and navigational components for the IDMP/ • Pupils will create and export an IDMP. • Pupils will review, test, check and evaluate their IDMP. • Pupils will identify and explain areas of improvement and development for their IDMP. 	<ul style="list-style-type: none"> • Pupils will study the Media industry, the different sectors and the products within it. • Pupils will understand the variety of job roles in the Media industry. • Pupils will understand the purpose of product design and how the product influences that colours, styles and layout of a Media product. • Pupils will understand tone of voice and how it can be applied to media products. • Pupils will understand the different audiences and demographics and be able to apply these to a client brief. • Pupils will understand the methods of research and will be able to assess their suitability. • Pupils will identify media codes and will understand their use on media products. • Pupils will explore the different camera techniques, movements and transitions in the media industry. • Pupils will assess how mise-en-scène lighting and audio are used effectively in the media industry. • Pupils will be able to create and evaluate pre-production documents. • Pupils will consider legal issues, regulations and certifications needed in the media industry. • Pupils will understand distribution methods required in the media industry and know the effects of compression and the impact that it has on file properties.