

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?	<ul style="list-style-type: none"> • Client ethos • Target Audience • Demographics • Segmentation • House Style 	<ul style="list-style-type: none"> • Primary/ Secondary Research • Qualitative • Quantitative • Mise-en-scene • Typography 	<ul style="list-style-type: none"> • Mind map • Mood board • Visualisation Diagram • Wireframe • Intellectual Property Rights • Defamation (libel /slander) 	<ul style="list-style-type: none"> • 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 – 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 GCSE Media Studies - BBC Bitesize			
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			