

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. <ul style="list-style-type: none">• 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?	<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">• Target Audience• Demographics• Segmentation• Qualitative• Quantitative	<ul style="list-style-type: none">• Mind map• Mood board• Visualisation Diagram• Intellectual Property Rights• Defamation (libel /slander)
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 Students could prepare revision cards/notes on each topic area.			