

# KS4 – Year 10



# OCR J834 Creative iMedia Curriculum Overview Goals

NOTE: The curriculum overview is thoughtfully crafted to offer flexibility, enabling smooth transitions between terms. This adaptability is designed to seamlessly accommodate any surplus content from one term's Scheme of Work (SOW) to another, ensuring a comprehensive and uninterrupted learning experience for students. Moreover, this approach considers the possibility of missed lessons due to whole-school events, contributing to a dynamic and responsive educational framework. By embracing this flexible structure, we aim to foster a resilient and agile learning environment that can readily adapt to unforeseen circumstances, providing students with a robust and holistic educational journey.

Autumn Half Term 1	Autumn Half Term 2	Spring Half Term 1	Spring Half Term 2	Summer Half Term 1	Summer Half Term 2
<p><b>R094 - Visual Identity and Assets</b></p> <p>Topic 1: Purpose of visual identity Topic 2: Visual identity components and elements Topic 3: Design and layout</p> <p><b>R093 – Exam Media Industry and Product design</b> Topic 1: Mood boards Topic 2: Job roles in the media Topic 3: Purpose, style, content and layout</p>	<p><b>R094 - Visual Identity and Assets</b></p> <p>Topic 4: File types and formats Topic 5: Licences and permissions Topic 6: Planning visual identity and digital graphics</p> <p><b>R093 – Exam Media Industry and Product design</b> Topic 4: Client requirements and audience Topic 5: Research</p>	<p><b>R094 - Creating Visual Identity and Digital Graphics</b></p> <p>Topic 1: Asset Sourcing and Creating Topic 2: Creating a Visual Identity Topic 3: Compiling an Image Topic 4: Basic Tools</p> <p><b>R093 – Exam Media Industry and Product design</b> Topic 6: Media codes Topic 7: Cameras and lighting Assessment</p>	<p><b>R094 - Creating Visual Identity and Digital Graphics</b></p> <p>Topic 5: Advanced Tools Topic 6: Retouching Tools Topic 7: Saving and Exporting</p> <p><b>R093 – Exam Pre-Production Planning</b> Topic 1: Workplans Topic 2: Mind maps Topic 3: Mood boards</p>	<p><b>R094 - Media Industry &amp; Product Design</b></p> <p>Topic 1: Media Sectors and Products Topic 2: Job Roles in Media Industry Topic 3: Purpose, Style, and Layout Topic 4: Client Requirements and Audience</p> <p><b>R093 – Exam Pre-Production Planning</b> Topic 4: Scripts Topic 5: Storyboards Topic 6: Visualisation diagrams and asset logs</p>	<p><b>R094 - Media Industry &amp; Product Design</b></p> <p>Topic 5: Research Topic 6: Media Codes and Engagement Topic 7: Camera Techniques and Lighting</p> <p><b>R093 – Exam Pre-Production Planning</b> Topic 7: Wireframes and flow charts Topic 8: Hardware and software Assessment</p>
<b>Key Vocabulary/Concepts/Ideas</b>	<b>Key Vocabulary/Concepts/Ideas</b>	<b>Key Vocabulary/Concepts/Ideas</b>	<b>Key Vocabulary/Concepts/Ideas</b>	<b>Key Vocabulary/Concepts/Ideas</b>	<b>Key Vocabulary/Concepts/Ideas</b>
<p><b>Vocabulary Tier 2:</b> Brand, visual, mind map, diagram, graphics, colour, photographs, audiences, rights, titles,</p> <p><b>Vocabulary Tier 3:</b> Brand recognition, brand familiarity, brand loyalty, visual communication, visual identity, slogan, strap line, symbol, typography, colour palette, colour meaning, brand values, brand positioning, economy, mid-range, high-end, alignment, justified, typography, colour systems, white space, negative space, conventions, additional information,</p>	<p><b>Vocabulary Tier 2:</b> logo, consumers, packaging, copy, fonts, layout, headlines, symbol, typography, advertisements, colours, packaging</p> <p><b>Vocabulary Tier 3:</b> mastheads, font sizes, Pantone, NCS, advertisements, CD, DVD, Blu-ray, bitmap, raster, colour depth, colour mode, compression, transparency, vector, compatibility, file size, scalability, licence, stock libraries, terms and conditions, permissions, asset table, mood board, concept sketch, visualisation diagram</p>	<p><b>Vocabulary Tier 2:</b> levels, image, size, folder, tools, techniques, graphics software, tables, referencing</p> <p><b>Vocabulary Tier 3:</b> Image size, canvas size, layout tools, drawing tools, adjustment layer, contrast, selections, layers, layer styles, retouching, typography, filters, effects, colour fill, gradients, levels, colour balance, hue, saturation, opacity, merge layers, rename layers, drop shadows, effects, textures, cloning, healing, blur, colour, swatches, colour picker, pencil, brush, typography, font style,</p>	<p><b>Vocabulary Tier 2:</b> font size, shapes, brightness,</p> <p><b>Vocabulary Tier 3:</b> font effects, tracking, leading, vignette, source assets, stock libraries, client library, asset folder, editing assets, derivative asset, drawing tools, bitmap file, vector file, resize, resample, image properties, pixel dimensions, DPI, resolution, original assets folder, edited assets folder, proprietary file format</p>	<p><b>Vocabulary Tier 2:</b> film, television, radio, print publishing, new media, computer games, job roles,</p> <p><b>Vocabulary Tier 3:</b> Sectors, media industry, traditional media, , interactive media, internet, digital publishing, media products, video, audio, music, animation, special effects, SFX, special effects, VFX, visual effects, digital imaging, graphics, social media platforms, apps, digital games, comics, graphic novels, websites, multimedia, eBooks, AR, augmented reality, VR, virtual reality, creative, animator, content creator, copy writer, graphic designer, illustrator, graphic artist</p>	<p><b>Vocabulary Tier 2:</b> advertise, promote, educate, entertain, inform, influence, style, content, layout,</p> <p><b>Vocabulary Tier 3:</b> colour, conventions of genre, formal language, informal language, positioning of elements, style, tone, client requirements, audience, client ethos, genre, theme, timescales, client brief, commission, formal, informal, negotiate, audience segmentation, primary research, focus group, interview, online survey, questionnaire, secondary research, journals, qualitative information, qualitative information, media codes</p>

# KS4 – Year 11



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Autumn Half Term 1	Autumn Half Term 2	Spring Half Term 1	Spring Half Term 2	Summer Half Term 1	Summer Half Term 2
<p><b>R097 - Planning Interactive Digital Media</b></p> <p>Topic 1: Interactive formats and hardware Topic 2: Interactive digital media content Topic 3: Features of interactive digital media design Topic 4: Conventions and creativity</p> <p><b>R093 - Legal Issues and Distribution</b> Topic 1: Legal issues and regulation Topic 2: Intellectual Property</p>	<p><b>R097 - Planning Interactive Digital Media</b></p> <p>Topic 5: Hardware and software Topic 6: Wireframes, master pages and templates Topic 7: Storyboards Topic 8: Further pre-production planning</p> <p><b>R093 - Legal Issues and Distribution</b> Topic 3: Health and Safety Topic 4: Distribution platforms and media</p>	<p><b>R097 - Technical Skills for Creating Interactive Digital Media</b></p> <p>Topic 1: Sourcing assets, vectors and bitmaps Topic 2: Image assets Topic 3: Audio assets Topic 4: Video assets Topic 5: Interactive assets</p> <p><b>R093 - Legal Issues and Distribution</b> Topic 5: File formats Assessment</p>	<p><b>R097 – Create, publishing and Review Interactive Digital Media</b></p> <p>Topic 1: Folder structure &amp; file naming Topic 2: Master pages and templates Topic 3: Content and controls Topic 4: Triggers and behaviours in PowerPoint Topic 5: Testing and performance Topic 6: Review</p> <p><b>R093 – Creative iMedia in Media Industry and Recap and Revision</b> Final Review and Exam Prep</p>	<p><b>R093 – Creative iMedia in Media Industry and Recap and Revision</b></p> <p>Final Review and Exam Prep Practice past papers or sample questions to get familiar with the exam format.</p> <p>Revise weaker areas and ensure all topics are covered. Pupils to RAG (Red, Amber, Green) each area against PLCs (Personalised Learning Checklist)</p>	<p><b>External Exams</b></p>
Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas
<p><b>Vocabulary Tier 2:</b> Brand, visual, mind map, diagram, graphics, colour, photographs, audiences, rights, titles</p> <p><b>Vocabulary Tier 3:</b> Brand recognition, brand familiarity, brand loyalty, visual communication, visual identity, slogan, strap line, symbol, typography, colour palette, colour meaning, brand values, brand positioning, economy, mid-range, high-end, alignment, justified, typography, colour systems, white space, negative space, conventions, additional information,</p>	<p><b>Vocabulary Tier 2:</b> logo, consumers, packaging, copy, fonts, layout, headlines, symbol, typography, advertisements, colours, packaging</p> <p><b>Vocabulary Tier 3:</b> mastheads, font sizes, Pantone, NCS, advertisements, CD, DVD, Blu-ray, bitmap, raster, colour depth, colour mode, compression, transparency, vector, compatibility, file size, scalability, licence, stock libraries, terms and conditions, permissions, asset table, mood board, concept sketch, visualisation diagram</p>	<p><b>Vocabulary Tier 2:</b> diagrams, maps, buttons, roll over buttons, banners, images, images types, URLs, website referencing</p> <p><b>Vocabulary Tier 3:</b> Sourcing assets, licence, library, saving, exporting, vector image, bitmap contrast, canvas, canvas size, filters, transformations, retouching, stock media, levels, colour balance, hue, saturation, image size, stylise, monochrome, colour toning, vignette</p>	<p><b>Vocabulary Tier 2:</b> Folder management, folder structure, navigation, text, images, tables, lists, sound, video, audio, maps, forms</p> <p><b>Vocabulary Tier 3:</b> root folder, images folder, styles, file naming conventions, master page/master slide, template elements, house style, navigation system, fixed content, editable content, playback controls, triggers, behaviours, navigation bar, buttons, rollovers, hyperlinks, hotspots, , navigation buttons, pop-up, drag and drop, input, scoring, reporting, closure, feedback</p>	<p><b>Vocabulary Tier 2:</b> brief, target audience, client requirements, purpose, discuss, state, explain, describe, show, list</p> <p><b>Vocabulary Tier 3:</b> primary research, secondary research, copyright, intellectual property, data protection, visualisation diagram, storyboard, script, mood board, work plan, asset, file format, compression, review, feedback, iterative process, timeline, deadline, risk assessment, prototype, export, compression, revision.</p>	<p><b>External Exams</b></p>