

Curriculum Map: Creative iMedia Year 11

	Autumn	Spring / Summer
Content Declarative knowledge 'I Know'	RO94 Visual Identity and Digital Graphics GCSE coursework (finish)	RO93 Creative iMedia in the Media Industry (Re-visit and Complete)
Skills Procedural Knowledge 'I know how to'	<ul style="list-style-type: none"> • Layout conventions for different graphic products and purposes • Benefits and limitations of vector and raster file formats • Photoshop tools and techniques used to create digital graphics, including layout and drawing tools, selections, layers, typography, filters and effects 	<ul style="list-style-type: none"> • The different sectors that form the media industry (new and traditional) • The types of products produced by, and used in, different sectors (new and traditional) • The creative, technical and senior job roles • The purpose of digital graphics and how style, content and layout are linked to it • Common Health and Safety risks and hazards in media production • The regulation, certification, and classification used in the media industry • What defamation is and the definitions of libel and slander • Design a media product using appropriate styles, content and layouts for a given purpose • Recognise keywords and information in client briefs • Interpret client brief requirements to generate ideas and plan • Design and produce a media product for a given • Distribution platforms and media to reach audiences • Create different design documents used to design and plan media products including: <ul style="list-style-type: none"> • Asset log • Flow chart • Script • Storyboard • Visualisation diagram • Wireframe layout
Strategies Conditional Knowledge 'I know when to'	<ul style="list-style-type: none"> • Use different layer styles to add visual impact to a digital graphic. • Use filters and effects to enhance visual appeal to a digital graphic • Modify images and other assets to ensure technical compatibility for use within digital graphics • To apply the concepts of graphic design to create original digital graphics which incorporate your visual identity • Use Software tools and techniques used to create digital graphics • Source, create and modify and storage of assets for use in digital graphics 	<ul style="list-style-type: none"> • Use each document in the planning of a media product • Apply each legislation to protect intellectual property • Use different design documents • Improve the effectiveness of design and planning documents for a range of contexts. • Use a workplan to manage task and deadlines
Key Questions	<ul style="list-style-type: none"> • How can you make an effective digital graphic? • How to export files from Photoshop with different properties and for different use 	<ul style="list-style-type: none"> • What are the sectors, products and job roles that form the media industry? • How are media codes how media codes are used within the creation of media products to convey meaning, create impact and engage audiences? • What is required of media producers to respect intellectual property rights?

		<ul style="list-style-type: none"> • How can you improve the effectiveness of documents for users in given circumstances? • What is required of media producers to comply with each legal consideration
Assessment topics	R094 Course work documentation including: <ul style="list-style-type: none"> • Complete the task 2 coursework to create an effective final graphic with visual identity using assets and skills in Photoshop 	R093 assessment including: <ul style="list-style-type: none"> • Past questions • Examination • Unit assessments
Cross curricular links/Character Education	Media, Art and Design, English (convey meaning), Maths	Media, Art and Design, English (convey meaning), History (sources) , Maths (types of data)