



Curriculum Intent

Subject: iMedia (J834)

Year: 9

	What?	Why?	National Curriculum Links
Term 1	<p>R093 - Pre-Production Planning</p> <p>Presentations take students through key concepts in the specification including pre-production examples and areas where improvements could be made. Assessments at the end of each topic give exam-style questions for the topic.</p> <p>Knowledge taught: The first topic covers mood boards including all the details that can be included on them.</p> <p>The second and third topics cover mind maps and visualisation diagrams.</p> <p>A separate independent topic is given on cameras and lighting to introduce students to different types of shots, angles and movement.</p> <p>Topics five and six cover storyboards and scripts. The final topic considers the different file formats that are used for pre-production documents.</p> <p>A final assessment gives students an opportunity to sit an assessment test comprising questions of a similar style to those found on an R081 Pre-production skills exam paper.</p> <p>Skills: Interpret client requirements for pre- production including purpose, theme, style, genre and content</p> <p>Base interpretations on a specific brief including by client discussion, reviewing a written brief, script or specification</p>	<p>This links to KS3 by further developing student skills in planning and graphics knowledge</p> <p>This links to previously taught topics such as: Graphics, Web Design and collaboration,</p> <p>This is taught now because the specification has just been introduced but the full resources are not yet available. Giving a grounding to students is the best option.</p> <p>This is taught before R094 Visual Identity and Digital Graphics because it supplies foundation knowledge which students need to have before attempting that unit.</p> <p>This links to careers by offering career paths as a data analyst, games designer, software architect etc.</p> <p>This is then developed in Y11 by demonstrating these skills through the development of practical coursework.</p> <p>These are the foundation topics needed for both the mandatory units for this specification.</p> <p>Students 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>	<p>Develop student's capability, creativity and knowledge in digital media and information technology.</p>



	<p>Identify timescales for production based on target audience and end user requirements</p> <p>Understand the importance of identifying the target audience including their gender, age, ethnicity, income, location and accessibility</p> <p>Be able to conduct and analyse research for a creative digital media product including primary sources and secondary sources</p> <p>Produce a work plan and production schedule to also include resources, milestones and contingencies</p> <p>Describe the hardware, techniques and software used for digitising paper-based documents</p> <p>Understand the health and safety considerations when creating digital media products including the use of risk assessments, location recces and safe working practices</p> <p>Recap through regular quizzes and retrieval practice on understanding the purpose and content of pre- production; be able to plan for pre-production.</p>	<p>The content provides background information and and employment contents for work in the media industry.</p>	
Term 2	<p>R094 - Purpose elements and design of visual identity</p> <p>In this unit students 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.</p> <p>Knowledge taught:</p> <ul style="list-style-type: none"> - Develop visual identity - Plan digital graphics for products - Create visual identity and digital graphics. <p>Skills:</p> <p>Purpose of visual identity</p>	<p>This links to KS3 by: further developing student skills in planning and graphics knowledge</p> <p>This links to KS3 topic taught: Graphics</p> <p>This is taught now because: OCR official planner recommends that this unit is taught first.</p> <p>This is taught before optional unit because it supplies foundation knowledge which students need to have before attempting that unit.</p>	<p>Develop student's capability, creativity and knowledge in digital media and information technology.</p> <p>Develop and apply their analytic,</p>



	<p>Component features of visual identity Elements of visual identity Visual identity design style</p> <p>Recap covers regular quizzes and retrieval practice on understanding the purpose of visual identity, component features of visual identity and design style.</p>	<p>This links to careers: completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry.</p> <p>This is then developed in Y11 by demonstrating these skills through the development of practical coursework and through the exam for R093.</p> <p>Why are we teaching these topics? Students need to learn how to develop visual identities for clients. They will also learn to apply the concepts of graphic design to create original digital graphics which incorporate visual identity to engage a target audience.</p> <p>Why the topic/knowledge outlined is important to the pupils' overall academic development and understanding. Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process.</p> <p>Students need to master these concepts to contribute to their overall understanding of this part of the curriculum.</p>	<p>problem-solving and design skills.</p>
Term 3	R094 - Purpose elements and design of visual identity	<p>This links to KS3 by further developing student skills in planning and graphics knowledge</p>	<p>Develop student's capability,</p>



<p>Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience.</p> <p>User interface and experience, the key considerations in the design process.</p> <p>R094: NEA Assessment (Working on and submit for moderation)</p> <p>Knowledge taught: in this unit, students will learn how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences.</p> <p>Skills: Concepts of graphic design</p> <p>Layout conventions for different graphic products and purposes</p> <p>Technical properties of images and graphics</p> <p>Licences and permissions to use assets sourced from - Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics</p> <p>Software tools and techniques used to create digital graphics</p> <p>Create assets for use in digital graphics</p> <p>Store assets for use / Save and export</p> <p>Recap will cover the underlying theory which supports this unit and the examined unit R093, including:</p> <ul style="list-style-type: none"> - legal and ethical issues - processes to plan and create digital media products - how media codes are used to convey meaning 	<p>This links to KS3 topic taught: Graphics</p> <p>This is taught now because: OCR official planner recommends that this unit is taught first (see Curriculum Planner for more)</p> <p>This is taught before R093 because it supplies foundation knowledge which students need to have before attempting that unit.</p> <p>This links to careers: completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry. This is then developed in Y11 by demonstrating these skills through the development of practical coursework and through the exam for R093.</p> <p>Students need to learn how to develop visual identities for clients. They will also learn to apply the concepts of graphic design to create original digital graphics which incorporate visual identity to engage a target audience.</p> <p>The topic/knowledge outlined is important to the pupils' overall academic development and understanding because identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process.</p>	<p>creativity and knowledge in digital media and information technology.</p> <p>Develop and apply their analytic, problem-solving and design skills.</p> <p>Understand how changes in technology affect safety, including new ways to protect their online privacy and identity, and how to identify and report a range of concerns.</p>
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