



Curriculum Intent

Subject: **iMedia**

Year: **10**

	What?	Why?	National Curriculum Links
Term 1-1	<p>R095: Planning Characters and Comics</p> <p>Pupils begin their R095 NEA by exploring client briefs, generating ideas for characters, and producing pre-production documents such as mood boards, sketches, and visualisation diagrams.</p>	<p>Early planning is essential to success in the NEA. Pupils build on the R094 skills developed in Year 9, applying them to a new creative context. This stage establishes the foundation for the design and creation of their final products.</p>	<p>Develop knowledge of digital media and information technology.</p> <p>Apply problem-solving and design skills in practical contexts.</p>
Term 1-2	<p>R095: Developing Design Ideas</p> <p>Pupils expand their design work, refining character ideas and planning comic layouts. They learn how to use industry-standard tools to create prototype assets and test different design choices.</p>	<p>Developing and refining ideas ensures pupils understand the importance of iteration in creative projects. It links to prior planning work and prepares pupils for the production stage of the NEA.</p>	<p>Apply analytic and design skills to solve problems.</p> <p>Understand how digital products are planned to meet user needs.</p>
Term 2-1	<p>R095: Creating Digital Assets</p> <p>Pupils create the individual digital assets required for their NEA, such as characters, logos, and backgrounds, using appropriate graphic design software.</p>	<p>Creating assets builds on earlier planning and ensures pupils develop the practical skills needed to realise their ideas. It links back to KS3 graphics work and forward to combining assets into final products.</p>	<p>Develop capability and creativity in digital media.</p> <p>Create, re-use, and adapt digital artefacts for a target audience.</p>
Term 2-2	<p>R095: Producing the Comic</p> <p>Pupils combine their assets into a completed digital comic, applying layout, typography, and visual design principles.</p>	<p>This stage consolidates planning and asset creation by producing a finished product that meets the requirements of the NEA brief. It reinforces the full production cycle introduced in Year 9.</p>	<p>Develop knowledge and application of digital media.</p> <p>Undertake creative projects to meet known user needs.</p>
Term 3-1	<p>R095: Finalising and Evaluating the NEA</p> <p>Pupils finish their R095 NEA and complete their evaluation, explaining how effectively their product meets client and user needs. Final submissions are made by May.</p>	<p>Completing the NEA builds independence, responsibility, and evaluative skills. This provides one of the two controlled</p>	<p>Create and refine digital artefacts for a target audience.</p>



		<p>assessments required for the qualification and ensures pupils are ready to shift focus to exam preparation.</p>	<p>Apply evaluative skills to judge how effectively products meet user needs.</p> <p>Develop independence in managing a project from planning to final evaluation.</p>
<p>Term 3-2</p>	<p>Introduction to R093 Exam Content</p> <p>After submitting the NEA, pupils are introduced to the R093 exam unit. They begin learning about media sectors, audiences, and purposes, and practise interpreting exam-style questions.</p>	<p>Introducing R093 in the summer term allows pupils to make a smooth transition into Year 11, where exam preparation becomes the focus. It builds on their project work by connecting practical knowledge with theory.</p>	<p>Develop capability and creativity in digital media.</p> <p>Undertake creative projects to meet known user needs.</p> <p>Apply planning, design, and problem-solving skills in practical contexts.</p>