



# Creative iMedia (J834) Curriculum Overview 2022 – 2024 (Y10)

	Year 10		Year 11
Autumn 1	<p><b>Overview – R093: Creative iMedia in the media industry</b></p> <p><b>Topic Area 1: The media industry</b></p> <ul style="list-style-type: none"> <li>Media industry sectors and products</li> <li>Job roles in the media industry</li> </ul> <p><b>Topic Area 2: Factors influencing product design</b></p> <ul style="list-style-type: none"> <li>How style, content and layout are linked to the purpose</li> <li>Client requirements and how they are defined</li> <li>Audience demographics and segmentation</li> <li>Research methods, sources and types of data</li> <li>Media codes used to convey meaning, create impact and/or engage audiences</li> </ul>	<p><b>Overview – R098: Visual imaging</b></p> <p><b>Topic 1: Plan visual imaging portfolios</b></p> <ul style="list-style-type: none"> <li>Pre-production and planning documentation and techniques for photoshoots and video recordings</li> <li>Content use in visual imaging portfolios</li> </ul> <p style="background-color: #00ff00; padding: 2px;"><b>Controlled NEA – R098: Task 1</b></p> <p style="background-color: #ffff00; padding: 2px;"><b>2 Weeks – 4 Hours</b></p>	
	<p><b>Skills / Knowledge</b></p> <p><b>1.1 - Media industry sectors and products</b></p> <ul style="list-style-type: none"> <li><b>Traditional media</b> (<i>film, television, radio, print publishing</i>)</li> <li><b>New media</b> (<i>computer games, interactive media, internet, digital publishing</i>)</li> <li><b>Products in the media industry</b> - <i>Video, Audio, Music, Animation, Special effects (SFX, VFX), Digital imaging and graphics, Social media platforms/apps, Digital games, Comics and graphic novels, Websites, Multimedia, eBooks, AR/VR</i></li> </ul> <p><b>1.2 - Job roles in the media industry</b></p> <ul style="list-style-type: none"> <li><b>Creative</b> (animator, content creator, copy writer, graphic designer, illustrator, graphic artist, photographer, script writer, web designer)</li> <li><b>Technical</b> (camera operator, games programmer/developer, sound editor, audio technician, video editor, web developer)</li> <li><b>Senior roles</b> (campaign manager, creative director, director, editor, production manager)</li> </ul> <p><b>2.1 - How style, content and layout are linked to the purpose</b></p> <ul style="list-style-type: none"> <li><b>Purpose</b> (advertise/promote, educate, entertain, inform, influence)</li> <li><b>Style, content and layout</b> (colour, conventions of genre, formal/informal language, positioning of elements, style of audio representation, style of visual representation, tone of language)</li> </ul> <p><b>2.2 - Client requirements and how they are defined</b></p> <ul style="list-style-type: none"> <li><b>Client requirements</b> (Type of product, purpose, audience, client ethos, content, genre, style, theme, timescales)</li> <li><b>Client brief formats</b> (Commissions, formal, informal, meeting/discussions, negotiated, written)</li> </ul> <p><b>2.3 - Audience demographics and segmentation</b></p> <ul style="list-style-type: none"> <li><b>Categories of audience segmentation</b> (Age, Gender, Occupation, Income, Education, Location, Interests, Lifestyle)</li> </ul> <p style="background-color: #00bfff; padding: 2px;"><b>2.4 - Research methods, sources and types of data</b></p> <ul style="list-style-type: none"> <li><b>Primary research methods</b> (focus groups, interviews, online surveys, questionnaires)</li> <li><b>Secondary research sources</b> (books and journals, internet sites/research, magazines and newspapers, television)</li> </ul> <p><b>2.5 - Media codes used to convey meaning, create impact and/or engage audiences</b></p> <ul style="list-style-type: none"> <li><b>Media codes</b> (Technical, Symbolic, Written)</li> <li><b>Ways that meaning, impact and/or engagement are created using</b> (Animations, Audio [<i>dialogue, music genre, silence, sound effects, vocal intonation</i>], Camera techniques [<i>angles, shots,</i></li> </ul>	<p><b>Skills / Knowledge</b></p> <p><b>1.2 Content use in visual imaging portfolios</b></p> <ul style="list-style-type: none"> <li><b>Physical content of recorded video</b> <ul style="list-style-type: none"> <li>People</li> <li>Props</li> <li>Scenes</li> <li>Sets</li> </ul> </li> <li><b>Assets</b> <ul style="list-style-type: none"> <li>Audio and sounds</li> <li>Motion graphics</li> <li>Recording footage</li> <li>Sourced / stock footage</li> </ul> </li> </ul> <p><b>1.4 Pre-production and planning documentation and techniques for photoshoots and video recordings</b></p> <ul style="list-style-type: none"> <li>Hand drawn / written plans</li> <li>Digitally created plans using software applications</li> <li>Shot lists</li> <li>Storyboards for video production</li> </ul> <p>Pre-production documentation for planning for shots and video recording</p> <ul style="list-style-type: none"> <li>Location recce</li> <li>Choice of viewpoint</li> <li>Lighting considerations</li> </ul> <p>Pre-production documentation to assess and minimise hazards and risk</p> <ul style="list-style-type: none"> <li>Risk Assessment</li> </ul> <p style="background-color: #ff0000; color: white; padding: 2px;"><b>NEA</b></p> <p style="background-color: #ffff00; padding: 2px;">Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R098.</p>	

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	<p><i>movement</i>], Colour, Graphics, Interactivity, Lighting [<i>intensity/levels, position</i>], Mise-en-scene, Movement, Transitions, Typography [<i>emphasis, font size, font types</i>]</p>	
	<p><b>Assessments</b>  <i>Mini Assessment 1 (1.1 - 1.2)</i>  <i>Mini Assessment 2 (1.1 - 2.2)</i>  <i>Mini Assessment 3 (1.1 – 2.5)</i>  <i>Supported by regular class tests / reflective tasks</i></p>	<p><b>Assessments</b>  <b>R094 – Submission – Sept Entry (2023 only)</b>  <i>Retrieval used to maintain students' knowledge of R093</i></p>
<h2 style="font-size: 2em;">Autumn 2</h2>	<p><b>Overview – R093: Creative iMedia in the media industry</b>  <b>Topic Area 3: Pre-production planning</b></p> <ul style="list-style-type: none"> <li>• Work planning and documents</li> <li>• Documents used to design/plan media products</li> </ul> <p><b>Overview – R094: Visual identity and digital graphics</b>  <b>Topic Area 1: Develop visual identity</b></p> <ul style="list-style-type: none"> <li>• Purpose, features, elements and design of visual identity</li> </ul> <p><b>Topic Area 2: Plan digital graphics for products</b></p> <ul style="list-style-type: none"> <li>• Graphic design concepts and conventions</li> </ul>	<p><b>Overview – R098: Visual imaging</b>  <b>Topic 2: Create visual imaging portfolio</b></p> <ul style="list-style-type: none"> <li>• Techniques of tools to take photographs</li> <li>• Techniques for processing photographic images</li> <li>• Techniques and tools to record video footage</li> <li>• Techniques and tools for editing video footage</li> <li>• Techniques to save and publish / export portfolios of photographs and video sequences</li> </ul> <p><b>Topic 3: Review visual imaging portfolios</b></p> <ul style="list-style-type: none"> <li>• Techniques used to check and review visual imaging portfolios</li> <li>• Improvements and further development</li> </ul>
	<p><b>Skills / Knowledge</b></p> <p><b>3.1 Work planning</b></p> <ul style="list-style-type: none"> <li>• <b>Components of workplans</b> (phases [<i>pre-production, production, post-production</i>], tasks, activities, workflow, timescales, milestones, contingencies, resources [<i>hardware, people, software</i>])</li> </ul> <p><b>3.2 Documents used to support ideas generation</b></p> <ul style="list-style-type: none"> <li>• <b>Mind map</b> (<i>digital, hand drawn</i>)</li> <li>• <b>Mood board</b> (<i>digital, physical</i>)</li> </ul> <p><b>3.3 Documents used to design and plan media products</b></p> <ul style="list-style-type: none"> <li>• Asset log</li> <li>• <b>Flow chart</b></li> <li>• <b>Script</b></li> <li>• <b>Storyboard</b></li> <li>• Visualisation diagram</li> <li>• <b>Wireframe layout</b></li> </ul> <p><b>R094</b>  <b>1.1 Purpose, elements and design of visual identity</b></p> <ul style="list-style-type: none"> <li>• <b>Purpose of visual identity</b> (<i>Recognition/familiarity, establish a brand, Develop brand loyalty, Visual communication with audiences/consumers</i>)</li> <li>• <b>Component features of visual identity</b> (<i>Name, Logo, Slogan/strap line</i>)</li> <li>• <b>Elements of visual identity</b> (<i>Graphics - shape/symbol, Typography, Colour palette and meaning, Layout/complexity</i>)</li> <li>• <b>Visual identity design style</b> (<i>Business type, Brand values, Brand positioning – economy / mid-range / high-end</i>)</li> </ul>	<p><b>Skills / Knowledge</b></p> <p><b>2.1 Techniques of tools to take photographs</b></p> <ul style="list-style-type: none"> <li>• <b>Camera settings, techniques and choices for taking photographs</b> <ul style="list-style-type: none"> <li>○ Exposure settings</li> <li>○ Shutter speed</li> <li>○ Aperture</li> <li>○ ISO</li> <li>○ Lens focal length</li> <li>○ Depth of field</li> <li>○ Exposure compensation</li> <li>○ White balance</li> <li>○ Photographic image format</li> </ul> </li> </ul> <p><b>2.2 Techniques for processing photographic images</b></p> <ul style="list-style-type: none"> <li>• <b>Adjustments to improve suitability</b> <ul style="list-style-type: none"> <li>○ Sharpness</li> <li>○ Brightness / contrast</li> <li>○ Colour balance</li> <li>○ Cropping</li> <li>○ Correction tools</li> </ul> </li> <li>• <b>Selection of images based on technical suitability</b></li> <li>• <b>Selection of images based on composition and aesthetic qualities</b></li> </ul> <p><b>2.3 Techniques and tools to record video footage</b></p> <ul style="list-style-type: none"> <li>• <b>Technical settings for video recording</b></li> </ul>

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## 2.1 Graphic design and conventions

- **Concepts of graphic design** (Application of visual identity, Alignment, Typography, Use of colour and colour systems, Use of white space)
- **Layout conventions for different graphic products and Purposes** (*Additional information, Headlines and copy, Image content, Titles and mastheads*)

- Video format/resolution
- Lighting scenes and subject
- Orientation
- Framing rate
- **Techniques for recording video footage**
  - Framing
  - Shot types
  - Camera angles
  - Camera Movement

## 2.4 Techniques and tools for editing video footage

- **Tools and techniques for editing (post- production)**
  - Cut/split
  - Move/position on timeline
  - Adjustments
  - Transition effects
  - Applying effects
  - Editing of audio track
  - Insertion of still images

## 2.5 Techniques to save and publish / export portfolios of photographs and video sequences

- **Techniques for creating image portfolios in different media**
  - Contact sheets for proofing purposes
  - Folder of image files
  - Presentation
  - Framed prints for exhibition or display
  - Digital portfolios
- **Processes to create a video file for playback**
  - Rendering video
  - Techniques for saving / exporting
  - Video formats for different platforms

## 3.1 Techniques used to check and review visual imaging portfolios

- **Techniques to check the technical properties of visual imaging portfolios**
  - Methods of checking
    - checklist
  - Elements of visual imaging portfolio to check
    - file size, properties and format
    - playback testing for display size and media compatibility
- **Techniques to review the fitness for purpose of visual imaging portfolios**
  - Suitability for client requirements
  - Suitability for target audience
    - suitability of content
    - accessibility
  - Review of visual quality, aesthetics, appeal and engagement

## 3.2 Improvements and further development

- **Constraints which limit the effectiveness of visual imaging portfolios**
  - Visual imaging portfolio constraints
    - Time
    - Resources
    - Hardware
    - Software
    - Skills
  - Visual imaging portfolio improvements
    - Using camera settings
    - Composition
    - Stability of video
    - Image processing
    - Video editing

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		<ul style="list-style-type: none"> <li>○ Further development opportunities for a visual imaging portfolio             <ul style="list-style-type: none"> <li>▪ Further developments                 <ul style="list-style-type: none"> <li>➤ Length</li> <li>➤ Product type and placement</li> <li>➤ Story / narrative content</li> <li>➤ Reuse of components</li> <li>➤ Cross platform media</li> </ul> </li> </ul> </li> </ul>
	<p><b>Assessments</b></p> <p><i>Mini Assessment 3 (1.1 – 3.1)</i></p> <p><i>Mini Assessment 4 (1.1 – 3.3)</i></p> <p><i>R094 – Assessed in line with specification</i></p> <p><i>Supported by regular class tests / reflective tasks</i></p>	<p><b>Assessments</b></p> <p><i>Assessment in line with specification</i></p> <p><i>Retrieval used to maintain students' knowledge of R093</i></p>
<h2>Spring 1</h2>	<p><b>Overview – R094: Visual identity and digital graphics</b></p> <p><b>Topic Area 2: Plan digital graphics for products</b></p> <ul style="list-style-type: none"> <li>• Properties of digital graphics and use of assets</li> <li>• Techniques to plan visual identity and digital graphics</li> </ul> <p><b>Controlled NEA – R094: Task 1</b></p> <p><b>2 Weeks – 4 Hours</b></p> <p><b>Controlled NEA – R094: Task 1</b></p> <p><b>1 Week – 2 Hours</b></p>	<p><b>Overview – R098: Visual imaging</b></p> <p><b>Controlled NEA – R098: Task 2</b></p> <p><b>6 Weeks – 12 Hours</b></p>
	<p><b>Skills / Knowledge</b></p> <p><b>2.2 Properties of digital graphics and use of assets</b></p> <ul style="list-style-type: none"> <li>• <b>Bitmap/raster properties</b> (<i>colour depth, colour mode, compression settings, overall quality, transparency</i>)</li> <li>• <b>Vector graphic properties</b> (<i>compatibility, file size, scalability, software support</i>)</li> <li>• <b>Licences and permissions to use assets sourced from</b> (<i>Client images, Internet, Logos, Photographs, Stock library</i>)</li> </ul> <p><b>2.3 Techniques to plan visual identity and digital graphics</b></p> <ul style="list-style-type: none"> <li>• <b>Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics</b> (<i>Mood board, Mind map, Concept sketch, Visualisation diagram</i>)</li> <li>• <b>Save and export</b> (<i>Proprietary format master files, Repurpose and export in appropriate file formats</i>)</li> </ul>	<p><b>Skills / Knowledge</b></p> <p><b>NEA</b></p> <p><b>Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R098.</b></p>
	<p><b>Assessments</b></p> <p><i>R094 – Assessed in line with specification</i></p> <p><i>Retrieval used to maintain students' knowledge of R093</i></p>	<p><b>Assessments</b></p> <p><i>Assessment in line with specification</i></p> <p><i>Retrieval used to maintain students' knowledge of R093</i></p>

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<h2 style="font-size: 2em;">Spring 2</h2>	<p><b>Overview – R094: Visual identity and digital graphics</b></p> <p><b>Topic Area 3: Create visual identity and digital graphics</b></p> <ul style="list-style-type: none"> <li>Tools and techniques to create visual identity and digital graphics</li> <li>Technical skills to source, create and prepare assets for use within digital graphics</li> <li>Techniques to save and export visual identity and digital graphics (<b>Integrated R093 – Distribution considerations and file formats</b>)</li> </ul> <p><b>Controlled NEA – R094: Task 2</b></p> <p><b>3 Weeks – 6 Hours</b></p>	<p><b>Overview – R093: Creative iMedia in the media industry</b></p> <p><b>Topic Area 3: Pre-production planning</b></p> <ul style="list-style-type: none"> <li>The legal issues that affect media</li> </ul> <p><b>Topic Area 4: Distribution considerations</b></p> <ul style="list-style-type: none"> <li>Distribution considerations</li> <li>Properties and formats of media files</li> </ul>
	<p><b>Skills / Knowledge</b></p> <p><b>NEA</b></p> <p>Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R094.</p> <p><b>3.1 Tools and techniques of imaging editing software used to create digital graphics</b></p> <ul style="list-style-type: none"> <li><b>Software tools and techniques used to create digital graphics</b> (Image/canvas size, Layout tools, Drawing tools, Adjustments to brightness/contrast and colour, Use of selections, Use of layers and layer styles, Retouching, Typography, Filters and effects)</li> </ul> <p><b>3.2 Technical skills to source, create and prepare assets for use within digital graphics</b></p> <ul style="list-style-type: none"> <li><b>Source assets for use in digital graphics</b> (Images, Graphics)</li> <li><b>Create assets for use in digital graphics</b> (Editing sourced assets to create a derivative asset, creating assets using drawing tools)</li> <li><b>Modify images and other assets to make sure the technical compatibility for use within print graphics</b> (Resize and resample, Modifying image properties)</li> <li><b>Store assets for use</b> (Storage location, Changing the file format)</li> </ul> <p><b>3.3 Techniques to save and export visual identity and digital graphics</b></p> <p><b>NEA</b></p> <p>Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R094.</p> <p><b>R093</b></p> <p><b>4.2 Properties and formats of media files</b></p> <p><b>4.2.1 Image Files</b></p> <ul style="list-style-type: none"> <li>The properties of digital static image files (DPI/PPI resolution, pixel dimension)</li> <li>Static image file formats (raster/ bitmap, vector, uncompressed, compressed)</li> </ul>	<p><b>Skills / Knowledge</b></p> <p><b>R093</b></p> <p><b>3.4.1 – Legal considerations to protect individuals</b></p> <ul style="list-style-type: none"> <li>Privacy and permissions (rights for recording images / taking photographs in public places, permission for recording images / taking photographs on private property, permissions for publishing and commercial use of images and photographs taken, harassment and invasion of privacy.)</li> <li>Defamation (libel, slander)</li> <li>Data Protection (rights of data subjects in the collection, use and storage of personal data)</li> </ul> <p><b>3.4.2 – Intellectual property rights</b></p> <ul style="list-style-type: none"> <li>Protecting intellectual property [IP] (copyright, ideas, patents, trademark)</li> <li>Using copyrighted materials (creative common licence, fair dealing, permissions, fees and licencing, watermarks and symbols)</li> </ul> <p><b>3.4.3 – Regulation, certification and classification</b></p> <ul style="list-style-type: none"> <li>Organisations responsible for regulations (ASA – Advertising standards Authority, Ofcom – The office of communication)</li> <li>Classification systems and certifications (BBFC – British board of film classification certifications, PEGI – Pan European Game information certification)</li> </ul> <p><b>3.4.4 – Health &amp; safety</b></p> <ul style="list-style-type: none"> <li>Health and safety risks and hazards in all phases of production</li> <li>Actions to mitigate health and safety risks and hazards</li> <li>Risk assessments</li> <li>Location recess</li> </ul> <p><b>4.1 Distribution platforms and media to reach audiences</b></p> <ul style="list-style-type: none"> <li>Online (apps, multimedia, web)</li> <li>Physical platforms (computer, interactive TV, Kiosks, mobile devices)</li> <li>Physical media (CD/DVD, memory stick, paper based)</li> </ul> <p><b>R093</b></p> <p><b>4.2 Properties and formats of media files</b></p> <p><b>4.2.2 Audio Files</b></p> <ul style="list-style-type: none"> <li>The properties of digital audio files (bit depth, sample rate)</li> <li>Audio file formats (uncompressed, compressed)</li> </ul> <p><b>4.2.3 Moving Image Files</b></p>

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		<ul style="list-style-type: none"> <li>• The properties of digital moving image files (frame Rate, resolution [SD, HD, UHD, 4K, 8K], Moving image files formats, animation, video, uncompressed, compressed)</li> </ul> <p><b>4.2.4 File compression</b></p> <ul style="list-style-type: none"> <li>• Lossy compression</li> <li>• Lossless compression</li> </ul>
<p><b>Assessments</b> <i>R094</i> <i>Topic Area 1: Develop visual identity</i> <i>Topic Area 2: Plan digital graphics for products</i> <i>Topic Area 3: Create visual identity and digital graphics</i></p>		<p><b>Assessments</b> <i>Assessment in line with specification</i> <i>Retrieval used to maintain students' knowledge of R093</i> <b>Mock Assessment</b></p>
<p><b>Overview – R098: Visual imaging</b></p> <p><b>Topic 1: Plan visual imaging portfolios</b></p> <ul style="list-style-type: none"> <li>• Features and conventions of photographic images and video</li> <li>• Content use in visual imaging portfolios</li> <li>• Equipment for capturing images &amp; video</li> </ul> <p><b>Topic 2: Create visual imaging</b></p> <ul style="list-style-type: none"> <li>• Techniques of tools to take photographs</li> </ul>		<p><b>Overview – R093: Creative iMedia in the media industry</b></p> <p>Remaining lessons will be spent completing a range of retrieval activities alongside exam questions to prepare them for their exam.</p>
<p><b>Skills / Knowledge</b></p> <p><b>R098</b></p> <p>1.3 Features and conventions of photographic images and video</p> <ul style="list-style-type: none"> <li>• Photographic images             <ul style="list-style-type: none"> <li>○ Composition</li> <li>○ Used of placement of props</li> <li>○ Visual styles</li> <li>○ Lighting effects</li> </ul> </li> <li>• Video sequences             <ul style="list-style-type: none"> <li>○ Camera work</li> <li>○ Camera orientation</li> <li>○ Lighting</li> <li>○ Platforms and medium related conventions</li> <li>○ Post – production techniques</li> <li>○ Use of in-camera audio</li> </ul> </li> <li>• Creativity in photography and video             <ul style="list-style-type: none"> <li>• Originality</li> <li>• Imaginative concepts</li> <li>• Derivative ideas</li> </ul> </li> </ul> <p>1.3 Equipment for capturing images &amp; video</p> <ul style="list-style-type: none"> <li>• Technical capabilities of camera equipment and accessories             <ul style="list-style-type: none"> <li>○ Photographic image capture</li> <li>○ Video recording</li> </ul> </li> </ul> <p>2.1 Techniques of tools to take photographs</p> <ul style="list-style-type: none"> <li>• Compositional choices for taking photographs             <ul style="list-style-type: none"> <li>○ Rule of thirds</li> <li>○ Leading lines</li> <li>○ Natural Frames</li> <li>○ Orientation</li> <li>○ Composition for points of interest, anticipating movement</li> </ul> </li> </ul>		<p><b>Skills / Knowledge</b></p> <ul style="list-style-type: none"> <li>• All skills and knowledge from previous terms relating to R093.</li> </ul>

Summer 1

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	<ul style="list-style-type: none"> <li>• Camera settings, techniques and choices for taking photographs             <ul style="list-style-type: none"> <li>○ Exposure settings</li> <li>○ Shutter speed</li> <li>○ Aperture</li> <li>○ ISO</li> <li>○ Lens focal length</li> <li>○ Depth of field</li> <li>○ Exposure compensation</li> <li>○ White balance</li> <li>○ Photographic image format</li> </ul> </li> </ul>	
	<p><b>Assessments</b></p> <p><b>R094 – Submission – May – External Moderation</b></p> <p><b>June – New NEA scenarios released</b></p>	<p><b>Assessments</b></p> <p><i>Assessment in line with specification</i> <i>Mock Paper</i></p> <p><b>R098 – May – External Moderation</b></p> <p><b>R093 – External Exam - June</b></p>
<h3>Summer 2</h3>	<p><b>Overview – R098: Visual imaging</b></p> <p><b>Topic 1: Plan visual imaging portfolios</b></p> <ul style="list-style-type: none"> <li>• Features and conventions of photographic images and video</li> <li>• Content use in visual imaging portfolios</li> <li>• Equipment for capturing images &amp; video</li> </ul> <p><b>Topic 2: Create visual imaging</b></p> <ul style="list-style-type: none"> <li>• Techniques of tools to take photographs</li> </ul>	
	<p><b>Skills / Knowledge</b></p> <p><b>R098</b></p> <p>1.4 Features and conventions of photographic images and video</p> <ul style="list-style-type: none"> <li>• Photographic images             <ul style="list-style-type: none"> <li>○ Composition</li> <li>○ Used of placement of props</li> <li>○ Visual styles</li> <li>○ Lighting effects</li> </ul> </li> <li>• Video sequences             <ul style="list-style-type: none"> <li>○ Camera work</li> <li>○ Camera orientation</li> <li>○ Lighting</li> <li>○ Platforms and medium related conventions</li> <li>○ Post – production techniques</li> <li>○ Use of in-camera audio</li> </ul> </li> <li>• Creativity in photography and video             <ul style="list-style-type: none"> <li>• Originality</li> <li>• Imaginative concepts</li> <li>• Derivative ideas</li> </ul> </li> </ul> <p>1.4 Equipment for capturing images &amp; video</p> <ul style="list-style-type: none"> <li>• Technical capabilities of camera equipment and accessories             <ul style="list-style-type: none"> <li>○ Photographic image capture</li> <li>○ Video recording</li> </ul> </li> </ul> <p>2.1 Techniques of tools to take photographs</p> <ul style="list-style-type: none"> <li>• Compositional choices for taking photographs</li> </ul>	

## Creative iMedia (J834) Curriculum Overview 2022 – 2024

	<ul style="list-style-type: none"><li>○ Rule of thirds</li><li>○ Leading lines</li><li>○ Natural Frames</li><li>○ Orientation</li><li>○ Composition for points of interest, anticipating movement</li><li>● Camera settings, techniques and choices for taking photographs<ul style="list-style-type: none"><li>○ Exposure settings</li><li>○ Shutter speed</li><li>○ Aperture</li><li>○ ISO</li><li>○ Lens focal length</li><li>○ Depth of field</li><li>○ Exposure compensation</li><li>○ White balance</li><li>○ Photographic image format</li></ul></li></ul>	
	<b>Assessments</b> R093 end of year assessment – All knowledge areas taught - assessed <i>Option Skills Assessed</i>	

Elements to be moved for 2024