



Creative iMedia (J834) Curriculum Overview 2022 – 2025 (Y11)

	Year 10		Year 11
Autumn 1	<p>Overview – R093: Creative iMedia in the media industry</p> <p>Topic Area 1: The media industry</p> <ul style="list-style-type: none"> • Media industry sectors and products • Job roles in the media industry <p>Topic Area 2: Factors influencing product design</p> <ul style="list-style-type: none"> • How style, content and layout are linked to the purpose • Client requirements and how they are defined • Audience demographics and segmentation • Research methods, sources and types of data • Media codes used to convey meaning, create impact and/or engage audiences 	<p>Overview – R098: Visual imaging</p> <p>Topic 1: Plan visual imaging portfolios</p> <ul style="list-style-type: none"> • Pre-production and planning documentation and techniques for photoshoots and video recordings • Content use in visual imaging portfolios <p style="background-color: #00ff00; padding: 2px;">Controlled NEA – R098: Task 1</p> <p style="background-color: #ffff00; padding: 2px;">2 Weeks – 4 Hours</p> <p>Topic 2: Create visual imaging portfolio</p> <ul style="list-style-type: none"> • Techniques of tools to take photographs • Techniques for processing photographic images 	
	<p>Skills / Knowledge</p> <p>1.1 - Media industry sectors and products</p> <ul style="list-style-type: none"> • Traditional media (<i>film, television, radio, print publishing</i>) • New media (<i>computer games, interactive media, internet, digital publishing</i>) • Products in the media industry - <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> <p>1.2 - Job roles in the media industry</p> <ul style="list-style-type: none"> • Creative (animator, content creator, copy writer, graphic designer, illustrator, graphic artist, photographer, script writer, web designer) • Technical (camera operator, games programmer/developer, sound editor, audio technician, video editor, web developer) • Senior roles (campaign manager, creative director, director, editor, production manager) <p>2.1 - How style, content and layout are linked to the purpose</p> <ul style="list-style-type: none"> • Purpose (advertise/promote, educate, entertain, inform, influence) • Style, content and layout (colour, conventions of genre, formal/informal language, positioning of elements, style of audio representation, style of visual representation, tone of language) <p>2.2 - Client requirements and how they are defined</p> <ul style="list-style-type: none"> • Client requirements (Type of product, purpose, audience, client ethos, content, genre, style, theme, timescales) • Client brief formats (Commissions, formal, informal, meeting/discussions, negotiated, written) <p>2.3 - Audience demographics and segmentation</p> <ul style="list-style-type: none"> • Categories of audience segmentation (Age, Gender, Occupation, Income, Education, Location, Interests, Lifestyle) <p style="background-color: #00ffff; padding: 2px;">2.4 - Research methods, sources and types of data</p> <ul style="list-style-type: none"> • Primary research methods (focus groups, interviews, online surveys, questionnaires) • Secondary research sources (books and journals, internet sites/research, magazines and newspapers, television) 	<p>Skills / Knowledge</p> <p>1.2 Content use in visual imaging portfolios</p> <ul style="list-style-type: none"> • Physical content of recorded video <ul style="list-style-type: none"> ○ People ○ Props ○ Scenes ○ Sets • Assets <ul style="list-style-type: none"> ○ Audio and sounds ○ Motion graphics ○ Recording footage ○ Sourced / stock footage <p>1.4 Pre-production and planning documentation and techniques for photoshoots and video recordings</p> <ul style="list-style-type: none"> • Hand drawn / written plans • Digitally created plans using software applications • Shot lists • Storyboards for video production <p>Pre-production documentation for planning for shots and video recording</p> <ul style="list-style-type: none"> • Location recce • Choice of viewpoint • Lighting considerations <p>Pre-production documentation to assess and minimise hazards and risk</p> <ul style="list-style-type: none"> • Risk Assessment <p>2.1 Techniques of tools to take photographs</p> <ul style="list-style-type: none"> • Camera settings, techniques and choices for taking photographs <ul style="list-style-type: none"> ○ Exposure settings ○ Shutter speed ○ Aperture 	

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	<p>2.5 - Media codes used to convey meaning, create impact and/or engage audiences</p> <ul style="list-style-type: none"> • Media codes (Technical, Symbolic, Written) • Ways that meaning, impact and/or engagement are created using (Animations, Audio [<i>dialogue, music genre, silence, sound effects, vocal intonation</i>], Camera techniques [<i>angles, shots, movement</i>], Colour, Graphics, Interactivity, Lighting [<i>intensity/levels, position</i>], Mise-en-scene, Movement, Transitions, Typography [<i>emphasis, font size, font types</i>]) 	<ul style="list-style-type: none"> ○ ISO ○ Lens focal length ○ Depth of field ○ Exposure compensation ○ White balance ○ Photographic image format <p>2.2 Techniques for processing photographic images</p> <ul style="list-style-type: none"> • Adjustments to improve suitability <ul style="list-style-type: none"> ○ Sharpness ○ Brightness / contrast ○ Colour balance ○ Cropping ○ Correction tools • Selection of images based on technical suitability • Selection of images based on composition and aesthetic qualities
	<p>Assessments</p> <p><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>Assessments</p> <p>NEA</p> <p>Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R098.</p> <p>R094 – Submission – Sept Entry (2023 only)</p> <p><i>Retrieval used to maintain students' knowledge of R093</i></p>
<p style="text-align: center; font-size: 1.2em;">Autumn 2</p>	<p>Overview – R093: Creative iMedia in the media industry</p> <p>Topic Area 3: Pre-production planning</p> <ul style="list-style-type: none"> • Work planning and documents • Documents used to design/plan media products <p>Overview – R094: Visual identity and digital graphics</p> <p>Topic Area 1: Develop visual identity</p> <ul style="list-style-type: none"> • Purpose, features, elements and design of visual identity <p>Topic Area 2: Plan digital graphics for products</p> <ul style="list-style-type: none"> • Graphic design concepts and conventions 	<p>Overview – R098: Visual imaging</p> <p>Topic 2: Create visual imaging portfolio</p> <ul style="list-style-type: none"> • Techniques of tools to take photographs • Techniques for processing photographic images • Techniques and tools to record video footage • Techniques and tools for editing video footage • Techniques to save and publish / export portfolios of photographs and video sequences <p>Topic 3: Review visual imaging portfolios</p> <ul style="list-style-type: none"> • Techniques used to check and review visual imaging portfolios • Improvements and further development <p>Controlled NEA – R098: Task 2</p> <p>4 Weeks – 8 Hours</p>

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Skills / Knowledge

3.1 Work planning

- **Components of workplans** (phases [*pre-production, production, post-production*], tasks, activities, workflow, timescales, milestones, contingencies, resources [*hardware, people, software*])

3.2 Documents used to support ideas generation

- **Mind map** (*digital, hand drawn*)
- **Mood board** (*digital, physical*)

3.3 Documents used to design and plan media products

- Asset log
- Flow chart
- Script
- Storyboard
- Visualisation diagram
- Wireframe layout

R094

1.1 Purpose, elements and design of visual identity

- **Purpose of visual identity** (*Recognition/familiarity, establish a brand, Develop brand loyalty, Visual communication with audiences/consumers*)
- **Component features of visual identity** (*Name, Logo, Slogan/strap line*)
- **Elements of visual identity** (*Graphics - shape/symbol, Typography, Colour palette and meaning, Layout/complexity*)
- **Visual identity design style** (*Business type, Brand values, Brand positioning – economy / mid-range / high-end*)

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*)

Skills / Knowledge

2.3 Techniques and tools to record video footage

- **Technical settings for video recording**
 - 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

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		<ul style="list-style-type: none"> ▪ Composition ▪ Stability of video ▪ Image processing ▪ Video editing ○ Further development opportunities for a visual imaging portfolio <ul style="list-style-type: none"> ▪ Further developments <ul style="list-style-type: none"> ➢ Length ➢ Product type and placement ➢ Story / narrative content ➢ Reuse of components ➢ Cross platform media
	<p>Assessments</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>Assessments</p> <p>NEA</p> <p>Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R098.</p> <p>Assessment in line with specification</p> <p><i>Retrieval used to support students' knowledge of R093</i></p>
<p>Spring 1</p>	<p>Overview – R094: Visual identity and digital graphics</p> <p>Topic Area 2: Plan digital graphics for products</p> <ul style="list-style-type: none"> • Properties of digital graphics and use of assets • Techniques to plan visual identity and digital graphics <p>Controlled NEA – R094: Task 1</p> <p>2 Weeks – 4 Hours</p> <p>Controlled NEA – R094: Task 1</p> <p>1 Week – 2 Hours</p>	<p>Overview – R098: Visual imaging</p> <p>Controlled NEA – R098: Task 2</p> <p>2 Weeks – 4 Hours</p> <p>Topic Area 3: Pre-production planning</p> <ul style="list-style-type: none"> • Work planning and documents • Documents used to design/plan media products
	<p>Skills / Knowledge</p> <p>2.2 Properties of digital graphics and use of assets</p> <ul style="list-style-type: none"> • Bitmap/raster properties (colour depth, colour mode, compression settings, overall quality, transparency) • Vector graphic properties (compatibility, file size, scalability, software support) • Licences and permissions to use assets sourced from (Client images, Internet, Logos, Photographs, Stock library) <p>2.3 Techniques to plan visual identity and digital graphics</p> <ul style="list-style-type: none"> • Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics (Mood board, Mind map, Concept sketch, Visualisation diagram) • Save and export (Proprietary format master files, Repurpose and export in appropriate file formats) 	<p>Skills / Knowledge</p> <p>NEA</p> <p>Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R098.</p> <p>3.1 Work planning</p> <ul style="list-style-type: none"> • Components of workplans (phases [pre-production, production, post-production], tasks, activities, workflow, timescales, milestones, contingencies, resources [hardware, people, software]) <p>3.2 Documents used to support ideas generation</p> <ul style="list-style-type: none"> • Mind map (digital, hand drawn) • Mood board (digital, physical)

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		<p>3.3 Documents used to design and plan media products</p> <ul style="list-style-type: none"> • Asset log • Flow chart • Script • Storyboard • Visualisation diagram • Wireframe layout
	<p>Assessments</p> <p><i>R094 – Assessed in line with specification Retrieval used to maintain students' knowledge of R093</i></p>	<p>Assessments</p> <p><i>Assessment in line with specification Retrieval used to maintain students' knowledge of R093</i></p>
<h2 style="font-size: 24px; margin: 0;">Spring 2</h2>	<p>Overview – R094: Visual identity and digital graphics</p> <p>Topic Area 3: Create visual identity and digital graphics</p> <ul style="list-style-type: none"> • Tools and techniques to create visual identity and digital graphics • Technical skills to source, create and prepare assets for use within digital graphics • Techniques to save and export visual identity and digital graphics (integrated R093 – Distribution considerations and file formats) <p style="background-color: #90EE90; padding: 2px;">Controlled NEA – R094: Task 2</p> <p style="background-color: #FFFF00; padding: 2px;">3 Weeks – 6 Hours</p>	<p>Overview – R093: Creative iMedia in the media industry</p> <p>Topic Area 3: Pre-production planning</p> <ul style="list-style-type: none"> • The legal issues that affect media <p>Topic Area 4: Distribution considerations</p> <ul style="list-style-type: none"> • Distribution considerations • Properties and formats of media files
	<p>Skills / Knowledge</p> <p style="background-color: #FFD700; padding: 2px;">NEA</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 R094.</p> <p>3.1 Tools and techniques of imaging editing software used to create digital graphics</p> <ul style="list-style-type: none"> • Software tools and techniques used to create digital graphics (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) <p>3.2 Technical skills to source, create and prepare assets for use within digital graphics</p> <ul style="list-style-type: none"> • Source assets for use in digital graphics (Images, Graphics) • Create assets for use in digital graphics (Editing sourced assets to create a derivative asset, creating assets using drawing tools) • Modify images and other assets to make sure the technical compatibility for use within print graphics (Resize and resample, Modifying image properties) • Store assets for use (Storage location, Changing the file format) <p>3.3 Techniques to save and export visual identity and digital graphics</p>	<p>Skills / Knowledge</p> <p>R093</p> <p>3.4.1 – Legal considerations to protect individuals</p> <ul style="list-style-type: none"> • 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.) • Defamation (libel, slander) • Data Protection (rights of data subjects in the collection, use and storage of personal data) <p>3.4.2 – Intellectual property rights</p> <ul style="list-style-type: none"> • Protecting intellectual property [IP] (copyright, ideas, patents, trademark) • Using copyrighted materials (creative common licence, fair dealing, permissions, fees and licencing, watermarks and symbols) <p>3.4.3 – Regulation, certification and classification</p> <ul style="list-style-type: none"> • Organisations responsible for regulations (ASA – Advertising standards Authority, Ofcom – The office of communication) • Classification systems and certifications (BBFC – British board of film classification certifications, PEGI – Pan European Game information certification) <p>3.4.4 – Health & safety</p> <ul style="list-style-type: none"> • Health and safety risks and hazards in all phases of production • Actions to mitigate health and safety risks and hazards • Risk assessments • Location recess

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<p>NEA</p> <p>Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R094.</p> <p>R093 4.2 Properties and formats of media files</p> <p>4.2.1 Image Files</p> <ul style="list-style-type: none"> • The properties of digital static image files (DPI/PPI resolution, pixel dimension) • Static image file formats (raster/ bitmap, vector, uncompressed, compressed) 	<p>4.1 Distribution platforms and media to reach audiences</p> <ul style="list-style-type: none"> • Online (apps, multimedia, web) • Physical platforms (computer, interactive TV, Kiosks, mobile devices) • Physical media (CD/DVD, memory stick, paper based) <p>R093 4.2 Properties and formats of media files</p> <p>4.2.2 Audio Files</p> <ul style="list-style-type: none"> • The properties of digital audio files (bit depth, sample rate) • Audio file formats (uncompressed, compressed) <p>4.2.3 Moving Image Files</p> <ul style="list-style-type: none"> • The properties of digital moving image files (frame Rate, resolution [SD, HD, UHD, 4K, 8K], Moving image files formats, animation, video, uncompressed, compressed) <p>4.2.4 File compression</p> <ul style="list-style-type: none"> • Lossy compression • Lossless compression
<p>Assessments <i>R094</i></p> <p><i>Topic Area 1: Develop visual identity</i></p> <p><i>Topic Area 2: Plan digital graphics for products</i></p> <p><i>Topic Area 3: Create visual identity and digital graphics</i></p>	<p>Assessments</p> <p><i>Assessment in line with specification</i></p> <p><i>Retrieval used to maintain students' knowledge of R093</i></p> <p>Mock Assessment</p>
<p>Overview – R098: Visual imaging</p> <p>Topic 1: Plan visual imaging portfolios</p> <ul style="list-style-type: none"> • Features and conventions of photographic images and video • Content use in visual imaging portfolios • Equipment for capturing images & video <p>Topic 2: Create visual imaging</p> <ul style="list-style-type: none"> • Techniques of tools to take photographs 	<p>Overview – R093: Creative iMedia in the media industry</p> <p>Remaining lessons will be spent completing a range of retrieval activities alongside exam questions to prepare them for their exam.</p>
<p>Skills / Knowledge</p> <p>R098</p> <p>1.3 Features and conventions of photographic images and video</p> <ul style="list-style-type: none"> • Photographic images <ul style="list-style-type: none"> ○ Composition ○ Used of placement of props ○ Visual styles ○ Lighting effects • Video sequences <ul style="list-style-type: none"> ○ Camera work ○ Camera orientation ○ Lighting ○ Platforms and medium related conventions ○ Post – production techniques ○ Use of in-camera audio • Creativity in photography and video <ul style="list-style-type: none"> • Originality • Imaginative concepts • Derivative ideas 	<p>Skills / Knowledge</p> <ul style="list-style-type: none"> • All skills and knowledge from previous terms relating to R093.

Summer 1

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<p>1.3 Equipment for capturing images & video</p> <ul style="list-style-type: none"> • Technical capabilities of camera equipment and accessories <ul style="list-style-type: none"> ○ Photographic image capture ○ Video recording <p>2.1 Techniques of tools to take photographs</p> <ul style="list-style-type: none"> • Compositional choices for taking photographs <ul style="list-style-type: none"> ○ Rule of thirds ○ Leading lines ○ Natural Frames ○ Orientation ○ Composition for points of interest, anticipating movement • Camera settings, techniques and choices for taking photographs <ul style="list-style-type: none"> ○ Exposure settings ○ Shutter speed ○ Aperture ○ ISO ○ Lens focal length ○ Depth of field ○ Exposure compensation ○ White balance ○ Photographic image format 	
<p>Assessments</p> <p>R094 – Submission – May – External Moderation</p> <p>June – New NEA scenarios released</p>	<p>Assessments</p> <p><i>Assessment in line with specification</i> <i>Mock Paper</i></p> <p>R098 – May – External Moderation R093 – External Exam - June</p>
<p>Overview – R098: Visual imaging</p> <p>Topic 1: Plan visual imaging portfolios</p> <ul style="list-style-type: none"> • Features and conventions of photographic images and video • Content use in visual imaging portfolios • Equipment for capturing images & video <p>Topic 2: Create visual imaging</p> <ul style="list-style-type: none"> • Techniques of tools to take photographs <p>Controlled NEA – R098: Task 1</p> <p>2 Weeks – 4 Hours</p>	
<p>Skills / Knowledge</p> <p>R098</p> <p>1.4 Features and conventions of photographic images and video</p> <ul style="list-style-type: none"> • Photographic images <ul style="list-style-type: none"> ○ Composition ○ Used of placement of props 	

Summer 2

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<ul style="list-style-type: none"> ○ Visual styles ○ Lighting effects • Video sequences <ul style="list-style-type: none"> ○ Camera work ○ Camera orientation ○ Lighting ○ Platforms and medium related conventions ○ Post – production techniques ○ Use of in-camera audio • Creativity in photography and video <ul style="list-style-type: none"> • Originality • Imaginative concepts • Derivative ideas <p>1.4 Equipment for capturing images & video</p> <ul style="list-style-type: none"> • Technical capabilities of camera equipment and accessories <ul style="list-style-type: none"> ○ Photographic image capture ○ Video recording <p>2.1 Techniques of tools to take photographs</p> <ul style="list-style-type: none"> • Compositional choices for taking photographs <ul style="list-style-type: none"> ○ Rule of thirds ○ Leading lines ○ Natural Frames ○ Orientation ○ Composition for points of interest, anticipating movement • Camera settings, techniques and choices for taking photographs <ul style="list-style-type: none"> ○ Exposure settings ○ Shutter speed ○ Aperture ○ ISO ○ Lens focal length ○ Depth of field ○ Exposure compensation ○ White balance ○ Photographic image format 	
<p>Assessments</p> <p>R093 end of year assessment – All knowledge areas taught - assessed</p> <p><i>Option Skills Assessed</i></p>	

Elements to be moved for 2024