

### Curriculum Intent Statement for iMedia

At Chase Terrace Academy we aspire for all of our pupils to achieve greater things than they ever thought possible.

We pride ourselves on being a warm and welcoming school that places community at the heart of everything we do. Our ambitious curriculum is enriching and inclusive, providing challenge and breadth for all. This empowers our students to become compassionate, confident and creative individuals who are resilient, respectful and equipped with a desire to take up a fulfilling role in society and the wider world.

In iMedia we aspire to enrich students with a varied and deep understanding of the creative media industry. Students learn a diverse range of knowledge and skills such as research methods, idea generation, planning techniques and legislation. Ultimately, we aim to give students the knowledge and experience they need to study iMedia to degree level, to use these skills in their day to day lives or careers and to compliment almost any future study or job.

#### Year 10 Curriculum Implementation Plan (ICT - iMedia)

OCR Cambridge Creative iMedia				
Knowledge and Skills – Students will be have studied...	Reading, Literacy and Numeracy	Formative Assessment	Summative Assessment	Link to GCSE Content
Unit R093: Creative iMedia in the media industry  Topic Area 1: The media industry 1.1 Media industry sectors and products - Sectors in the media industry - Products in the media industry 1.2 Job roles in the media industry - Creative - Technical - Senior roles	Reading: <ul style="list-style-type: none"> <li>Regular use of on screen sources of information</li> <li>Research and online reading and extracts</li> </ul> Literacy: <ul style="list-style-type: none"> <li>Extended written responses across units</li> <li>In depth research and referencing of sources</li> <li>Use of spelling and grammar tools</li> </ul>	Regular exam questions and assessment against mark scheme criteria  Regular opportunities to revisit previous tasks and improve based on feedback  Verbal feedback on an individual basis	Two end of topic assessments  One mock exam – Unit R093  One coursework submission – Unit R094	

<p>Topic Area 2: Factors influencing product design</p> <p>2.1 How style, content and layout are linked to the purpose</p> <p>2.2 Client requirements and how they are defined</p> <ul style="list-style-type: none"> <li>- Client requirements</li> <li>- Client brief formats</li> </ul> <p>2.3 Audience demographics and segmentation</p> <p>2.4 Research methods, sources and types of data</p> <ul style="list-style-type: none"> <li>- Primary</li> <li>- Secondary</li> <li>- Research data</li> </ul> <p>2.5 Media codes used to convey meaning, create impact and/or engage audiences</p> <p>Topic Area 3: Pre-production planning</p> <p>3.1 Work planning</p> <p>3.2 Documents used to support ideas generation</p> <p>3.3 Documents used to design and plan media products</p> <p>3.4 The legal issues that affect media</p> <ul style="list-style-type: none"> <li>- Legal considerations to protect individuals</li> <li>- Intellectual property rights</li> <li>- Regulation, certification, and classification</li> <li>- Health and safety</li> </ul>	<ul style="list-style-type: none"> <li>• Regular review of in class work focussed on level of written response</li> <li>• Modelling of appropriate level of written response</li> </ul>	<p>Whole class feedback</p> <p>Extended end of unit assessment feedback</p>		
	<p>Numeracy:</p> <ul style="list-style-type: none"> <li>• Understanding compression algorithms</li> <li>• Calculating resolution, colour depth, DPI</li> </ul>			

<p>Topic Area 4: Distribution considerations</p> <p>4.1 Distribution platforms and media to reach audiences</p> <p>4.2 Properties and formats of media files</p> <ul style="list-style-type: none"> <li>- Image files</li> <li>- Audio files</li> <li>- Moving Image Files</li> <li>- File compression</li> </ul> <p>Factors influencing product design</p> <p>Pre-production planning</p> <p>Distribution considerations</p> <p>Unit R094: Visual identity and digital graphics</p> <p>Topic Area 1: Develop visual identity</p> <p>1.1 Purpose, elements and design of visual identity</p> <p>Topic Area 2: Plan digital graphics for products</p> <p>2.1 Graphic design and conventions</p> <p>2.2 Properties of digital graphics and use of assets</p> <ul style="list-style-type: none"> <li>- Technical properties of images and graphics</li> <li>- Licences and permissions to use assets sourced from</li> </ul>				
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<p>2.3 Techniques to plan visual identity and digital graphics - Pre-production and planning documentation Topic Area 3: Create visual identity and digital graphics 3.1 Tools and techniques of imaging editing software used to create digital graphics 3.2 Technical skills to source, create and prepare assets for use within digital graphics 3.3 Techniques to save and export visual identity and digital graphics</p> <p>Plan digital graphics for products Create visual identity and digital graphics</p>				
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