



Creative iMedia KS4

I N D E P E N D E N C E	KNOWLEDGE / LITERACY / NUMERACY / ORACY / AGENCY	CONTENT / TOPICS / CONCEPTS	Overview The media industry is vast, covering both traditional and new media sectors and providing work for individual freelance creatives as well as large teams in design houses and multinational companies. Job roles frequently overlap multiple sectors, and products often need to be suitable for more than one kind of output. However, there are common aspects to all media products. Pre-production and planning are vital; saving clients time and money and enabling creatives and designers to charge appropriately for their services. Products also make use of similar media codes to convey meaning, create impact and engage audiences	Year 10 and 11 Creative iMedia has 3 components to the course. R093 Creative iMedia in the media industry R094 Visual Identity and Digital Graphics. Then either R096 Animation with Sound Or R093 is studied at the start of the course to gain an understanding of the industry and then R094 is completed. R094 or R096 will be completed at the start of year 11 and the revision of R093 continues from term 3 in preparation for term 5 exam	
		VOCABULARY	Traditional media, film, television, radio, print publishing, New media, computer games, interactive media, internet, digital publishing, 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 evolving, 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, campaign manager, creative director, director, editor production manager	Asset log, Flow chart, Script, Storyboard, Visualisation diagram, Wireframe layout, phases of: pre-production, production, post-production, workflow timescales, milestones, contingencies, resources, Animations, Audio, dialogue, music genre, silence, sound effects, vocal intonation, Camera techniques, angles, shots, movement, Colour, Graphics, Interactivity, Lighting, intensity/levels, position, Mise-en-scene, Movement, Transitions, Typography	
		SKILLS	Purposes for mood boards, mind maps, visualisation diagrams, storyboards and scripts. Interpret client requirements, identify timescales, conduct and analyse research, produce work plan. Create a mood board, understand properties and limitations of still images. Identify appropriate file formats	Interpret client requirements for a multipage website based on a specific brief. Understand target audience for a multipage website. Plan and produce work plans. Create site map with navigation links. Prepare assets for use in web pages. Create and maintain a test plan to test a multipage website. Create an interactive multimedia product	
		ASSESSMENT	Unit R093: Creative iMedia in the media industry This is assessed by taking an exam. In this unit you 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. Topics include: o The media industry o Factors influencing product design o Pre-production planning o Distribution considerations •Unit R094: Visual identity and digital graphics This is assessed by completing a set assignment. In this unit you 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. Topics include: o Develop visual identity o Plan digital graphics for products o Create visual identity and digital graphic.		
A T T I T U D E			The importance of identifying the target audience and how they can be categorised, i.e.: gender, age, ethnicity, income, location, accessibility.	R E S I L I E N C E	
Understanding others, behaviour and attitudes, SMSC, PHSE				Character, personal Development, wellbeing and CIAG	
				Research, planning, and review, working with others and communicating creative concepts effectively.	