# Year 10 Creative iMedia Curriculum Summary

| Term | Unit | Threshold concepts/Core knowledge | Formative (interim) assessment & Homework | Formal assessment |
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| 1 | **R093 Creative iMedia in the media industry**<br><br>*Media industry sectors and products, How style, content and layout are linked to the purpose. Client requirements and how they are defined* | Everywhere we go, we are surrounded by the media. Whether it is an advertisement on a billboard, a computer game, a leaflet delivered to your home, or an advert promoting the latest blockbuster film. It all forms part of the media industry. R093 is a mandatory external assessed unit that covers a wide variety of content linked to the media industry. Many topics within this unit are also covered again within the two internally assessed assignments, so the topics are broken down and taught to students throughout year 10 and 11.<br><br>In the first part of the unit students will learn about the sectors, products and job roles that form the media industry. Students will understand how media products are planned, along with the techniques that are used to convey meaning, create impact and engage audiences. They will then apply these skills by building upon a digital media portfolio using software such as Photoshop and Wick Editor. | **Home Learning**<br>Students will have homework issued every week and will be a combination of theory and practical:<br><br>1. *Media Sectors and Products*<br>2. *Digital Print film poster*<br>3. *Job roles in the media industry*<br>4. *"Where Abouts Travel logo sketch*<br>5. *Client requirements and audience*<br>6. *"Where Abouts Travel" digital logo*<br>7. *Digital Print-abstract horror poster sketch* | |
| 2 | **R094: Visual Identity and Visual Graphics**<br><br>*Part 1: Purpose, features, elements and design of visual identity, Graphic design concepts* | Visual identity is a vital component of any business, product or brand. It makes a brand recognisable and helps sell a product or idea to a target audience.<br><br>In this unit students will learn | .**Home Learning**<br>Students will have homework issued every week and will be a combination of theory and practical: | **Assessment 1:**<br>*"R093 practice assessment: The Media Industry-Media industry sectors and products, How style, content* |

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| | *and conventions, Properties of digital graphics and use of assets*<br><br>**R093:** *Media codes used to convey , meaning, create impact and/or engage audiences, Work planning and documents used to support ideas generation, Documents used to design/plan media products* | how to develop visual identities for a client using a practice assignment brief issued by the exam board. Students will use the concepts of graphic design to create an original digital graphic that fits with the client brief, and engages a target audience.<br><br>The mandatory examined unit R093 includes synoptic topic areas including client requirements, media codes ideas generation and the planning of media products. These topics are also taught alongside the R094 practice brief as it forms the basis of task 1.<br><br>Topics such as how media codes are used to convey meaning and create impact to an audience, as well as key documents used to plan and design a digital media product are also covered due to its relevance within the R094 assignment. that are predominantly covered within the R093 external examination unit | 1. *Visual Identity components*<br>2. *"Metamoda visual identity sketch"*<br>3. *Mind Maps*<br>4. *"Metamoda visual identity digital graphic"*<br>5. *Moodboards*<br>6. *Visualisation Diagrams*<br><br>**Interim**<br>R094: Visual Identity Practice Brief | *and layout are linked to the purpose. Client requirements and how they are defined* |
| **3 and 4** | **R094: Visual Identity and Visual Graphics** | Students will begin their first mandatory internal assessment that can only be completed inside the classroom. Students are assessed by completing a set assignment roughly lasting between 12-15 lessons.<br><br>The assignment is issued by the exam board at the start of January 2024, and needs to be attempted under medium level controlled assessment conditions. Students will have a | **N.A** | **R094 LIVE BRIEF** |

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| | | set deadline date that must be followed in order to meet the exam board regulations. Once the assignment is completed, the work is internally assessed, grades are sent off to the exam board, and they then request a small sample to be moderated externally. | | |
| **5** | | Unit R096: Animation and audio This is assessed by completing a set assignment In this unit you will learn how to plan, create and review animation with an audio soundtrack. Topics include: o Plan animation with audio o Create animation with audio o Review animation with audio | **Interim**<br>R096: Animation with Sound Practice Brief | |
| **6** | | . | **Interim**<br>R096: Animation with Sound Practice Brief | **Assessment 2:** *"R093 practice assessment: Pre-production Planning, Distribution techniques"* |