

Our Lady Queen of Peace

Catholic High School

Curriculum Overview

Year 10 Creative IMedia

Careers

Local Market Information	Skills	Jobs
Chemist4U Edge Hill University West Lancs College West Lancashire Borough Council	Logo Design Brand identity creation Applying design Principles Research Image Editing Resilience Problem solving Time Management Attention to details Independent working.	Graphical designer Logo designer Animator Comic book artist Digital marketer Content creator Photographer Multimedia designer Media Producer Web Design

Knowledge & Understanding

	Knowledge & Understanding			Subject Specific Literacy Development	Cultural Capital / Enrichment Opportunities
	Topics (Bigger Picture)	Knowledge (Key Concepts)	Recall & Retrieval Practice Focus	Key Vocabulary	
Half Term 1 Preparation for RO94	RO93 Creative Imedia – The Media Industry. Preparations for RO94	2.2 Client requirements and how they are defined 2.3 Audience segmentation and demographics.	<ul style="list-style-type: none"> Explaining how colour psychology influences audience perceptions of a brand. Exam-style questions covering the use of shapes, symbols and icons in logo design. 	<ul style="list-style-type: none"> Style, content and layout Client requirements Client brief formats Categories of audiences 	Mega Days Cyber-Fest 1:1 Support sessions.

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		<p>2.1 How to style content and layout are linked to the purpose.</p> <p>2.5 Media codes used to convey meaning, create impact and/ or engage audiences.</p> <p>3.2 Documents used to support ideas generations: Mind map Mood board</p> <p>3.3 Documents used to design and plan media products: Assets log Visualisation Diagram</p>	<ul style="list-style-type: none"> Retrieval task identifying effective typography choices for different target audiences. Explaining how visual identity helps organisations build brand recognition and loyalty. Exam-style questions covering the principles of contrast, balance, alignment and proximity. 	<ul style="list-style-type: none"> Primary Secondary Research data Media codes Transitions Typography 	
Half Term 2 RO94	RO94 Visual Identity and digital graphics- Coursework Task 1a, b, c started.	1.1 Purpose, elements and design of visual identity	<ul style="list-style-type: none"> Retrieval task selecting appropriate file formats for print and digital graphic products. 	Visual Identity, Brand, Logo, Client, Target Audience, Purpose, Mood Board, Design Specification,	

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		2.1 Graphic design and conventions 2.2 Properties of digital graphics and use of assets.	<ul style="list-style-type: none"> Explaining how graphic designers meet client requirements while maintaining brand consistency. Exam-style questions covering image resolution, dimensions and optimisation techniques. Analysing digital graphics to explain how layout, colour and typography communicate a message effectively. 	Visualisation Diagram, House Style, Branding, Colour Theory, Typography, Layout, Composition, White Space, Contrast, Alignment, Balance, Proximity	
Half Term 3 RO94	RO94 Visual Identity and digital graphics- Coursework Task 2a, b, c, d	2.3 Techniques to plan 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	<ul style="list-style-type: none"> Explaining the importance of copyright, trademarks and intellectual property in the media industry. Exam-style questions covering sources of income for media companies and content creators. Recalling the stages involved in planning a successful media project and their importance. Retrieval task identifying suitable hardware and software for different media production tasks. 	Brand Identity, Brand Values, Brand Image, Client Requirements, Demographics, Consumer, Resolution, Pixel, Image Editing, Asset, Intellectual Property, Copyright, Trademark, Feedback, Refinement, Evaluation.	

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		<p>3.3 Techniques to save and export visual identity and digital graphics.</p> <p>Feedback Lessons and improvements.</p>			
Half Term 4 RO93	<p>RO93 Creative Imedia – The Media Industry.</p> <p>Preparations for RO95</p>	<p>3.1 Work Planning Components of Workplans: Pre-production Productions Post Production</p> <p>3.2 Documents used to support ideas generations: Mind map Mood board</p> <p>3.3 Documents used to design and plan media products: Assets log Script Storyboard</p>	<ul style="list-style-type: none"> Explaining how media products are adapted to meet the needs of different target audiences. Exam-style questions covering the purpose and use of mood boards, mind maps and visualisation diagrams. Identifying the factors that contribute to the success of digital media products. Retrieval task matching stages of the production process to appropriate activities and outcomes. 	<p>Research, Mood Board, Inspiration, Target Audience, Design Ideas, Analysis, Visual Identity, Characteristics, Theme, Purpose,</p>	

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		Visualisation Diagram Wireframe Layout.			
Half Term 5 RO95	Practice RO95 Characters and Comics	<p>1.2 Conventions of Comics: Conventions of comic design and layout</p> <p>Conventions of storytelling within comics.</p> <p>Resources used to create characters and comics.</p>	<ul style="list-style-type: none"> Explaining how a comic character has been designed to appeal to a specific target audience, using demographic and psychographic characteristics. Exam-style questions covering client requirements and how they influence character and comic design decisions. Identifying the purpose and audience of existing comic products and explaining how design choices meet user needs. Retrieval task matching comic production activities to the stages of pre-production, production and post-production. 	Storyboard, Layout, Panel, Sequence, Narrative, Speech Bubble, Caption, Scene, Setting, Action	
Half Term 6 RO95	<p>RO95 Characters and comics - Coursework</p> <p>Task 1a, b, c started.</p>	Unit RO95 – Topic 1: Plan characters and comics	<ul style="list-style-type: none"> Explaining the importance of collecting audience feedback and how it can improve a comic product. Exam-style questions covering the role and 	Character Profile, Personality, Backstory, Traits, Appearance, Costume, Expression, Emotion,	

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		Unit RO95 – topic 2: create character and comics. Factors influencing product design Pre-production planning.	responsibilities of illustrators, graphic designers and writers within comic production. <ul style="list-style-type: none"> Analysing comic products to identify how they fulfil a purpose such as entertainment, education or promotion. Retrieval task matching media industry terminology from RO93 to examples found in comic production. 	Representation, Design	

Key Assessments			
When	What will be assessed?	Why is this being assessed?	How will results be stored & students receive feedback?
Half Term 1 - 2	Exam question – After every unit is complete in the exam unit students will sit a variety of different past paper questions in an End of Unit assessment.	Exam preparation to allow students to read and understand the wording on exam questions.	Students will self-assess their own work by marking in red pen and writing model answers in their books for examples.
Half Term 3 - 6	Recall exam past paper question marked and feedback given.	Past paper question as recall activities is keeping the exam content active	

		during coursework units.	
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