

Subject	Year 11 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
iMedia	<p>Autumn Term</p> <p>R094 Visual Identity and Digital Graphics –</p> <ol style="list-style-type: none"> 1. Knows the importance of graphic designs that incorporate visual identify and house style including colour scheme and typography. 2. Understands the layout conventions for different graphic products and purposes. 3. Can discuss the technical properties of bitmap and vector images and graphics. 4. Understands the requirements for using secondary assets and knowing how to record usage. 5. Is able to use a range of pre-production techniques such as mood boards, mind maps, visualisation diagrams and concept sketches to plan visual identity and digital graphics. 6. Uses skills and appropriate tools and techniques of imaging editing software for creating digital graphics for a specific brief. 7. Is able to create and prepare assets, including repurposing assets, for use within digital graphics that are suitably sourced and documented ready for exportation. 8. Can save and export graphics in appropriate file formats which meet client requirements. 9. Understands the types of interactive digital media, content, and associated hardware. 10. Can identify and suggest suitable features and conventions of interactive digital media. 11. Is able to use pre-production documentation to design the layout and content of an interactive digital media product. 12. Can identify hardware and software used to create interactive digital media. 	<p>Use the revision guide: ICT CREATIVE iMEDIA - Clear Revise OCR Creative iMedia Levels 1/2. This can be purchased from the school shop for £6.90.</p> <p>Use the following websites and videos to help support knowledge and skill building:</p> <p>BBC Bitesize Media Studies Concepts: https://www.bbc.com/bitesize/subjects/ztnygk7</p> <p>Graphics design and creation related websites: https://www.sqa.org.uk/e-learning/BitVect01CD/page_01.htm https://1stwebdesigner.com/graphic-design-basics-elements/ https://www.lifewire.com/what-is-graphic-design-1697521</p> <p>R093: Creative iMedia in the Media Industry YouTube playlist with 34 short videos covering all aspects of the exam: https://www.youtube.com/watch?v=GdRbDnSeQXg&list=PL3KFKOfml1eChW_uH89bZRleQyOWh7ONn</p>

	<p>13. Is able to explain why certain hardware devices and software are used to create interactive multimedia products.</p> <p>14. Can provide a sound explanation of how the intended product meets the client brief and why it appeals to the target audience.</p> <p>15. Is able to use pre-production documentation for interface planning including wire frames and storyboards.</p> <p>16. Is able to use pre-production documentation and planning for user interaction including navigation, hierarchy diagrams, interface features and controls.</p> <p>17. Can identify the assets required and explain their planned use in an Interactive Digital Media Product.</p> <p>Spring Term R097 Interactive Digital Media</p> <p>18. Can source, create, and repurpose media assets to make them suitable to form components of their Interactive Digital Media Product.</p> <p>19. Can source, create, and repurpose static images to make them suitable to form components of their Interactive Digital Media Product.</p> <p>20. Can source, create, and repurpose moving images to make them suitable to form components of their Interactive Digital Media Product.</p> <p>21. Can source, create, and repurpose audio assets to make them suitable to form components of their Interactive Digital Media Product.</p> <p>22. Can source, create, and repurpose video assets to make them suitable to form components of their Interactive Digital Media Product.</p> <p>23. Can source, create, and repurpose interactive assets to make them suitable to form components of their Interactive Digital Media Product.</p>	<p>R097: Interactive multimedia PowerPoint YouTube playlist with 14 short videos covering all aspects of the coursework: https://www.youtube.com/watch?v=6KjtD82vpJ8&list=PLDUhgdaNiYED-SOZJ9RTnAzHLgTXj0yKf</p> <p>Examples of different interactive digital media products: https://www.breezcreative.com/success-stories</p> <p>Presentation: Video showcasing the best new features of PowerPoint 365 to enhance their presentation: https://www.youtube.com/watch?v=Z36raneZqws</p> <p>Audio Audacity tutorial for practicing recording and editing audio: https://www.youtube.com/watch?v=9z372xx552A&list=PLMoVDOzX4VcSWEJ5M9FBSmxkdcbrFBrrE&index=3</p> <p>Video CapCut tutorial for practicing video editing: https://www.youtube.com/watch?v=yMbu1A5N-jc</p> <p>Animation</p>
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24. Can combine the media, interactive and navigational components to create an interactive digital media product that has been carefully designed and planned.
25. Understands the technical skills to create interactive digital media including suitable product folder management and file naming conventions.
26. Understands different techniques to save and export/publish their interactive digital media.
27. Can test or check and explain to what extent the technical properties of repurposed assets are fit for purpose for their interactive digital media product.
28. Can evaluate the technical properties of an interactive digital media product by testing its functionality.
29. Is able to explain how constraints limit the effectiveness of interactive digital media and what improvements could be made to the assets used in their interactive digital media product.
30. Is able to explain further development opportunities for their interactive digital media product.

Summer Term
R093 Creative iMedia in the Media Industry

31. Know how each job role (creative, technical, and senior) contributes to the creation of media products.
32. Understand and can use examples of audience demographics and segmentation.
33. Understand the reasons for and benefits of conducting research.
34. Different research methods, sources (both primary and secondary) and types of data (qualitative and quantitative).
35. Describe the purpose of work planning, the components included and how workplans are used to

Wick Editor tutorial with 14 short videos for practicing animation skills:
<https://www.youtube.com/watch?v=pAsrXT8Klrl&list=PLsupk6IPoB4hHKTOyJRoMA6EDI3mE9nTB>

Use the revision guide: ICT CREATIVE iMEDIA - Clear Revise OCR Creative iMedia Levels 1/2. This can be purchased from the school shop for £6.90.

R093: Creative iMedia in the Media Industry YouTube playlist with 34 short videos covering all aspects of the exam:

https://www.youtube.com/watch?v=GdRbDnSeQXg&list=PL3KFKOfml1eChW_uH89bZRleQyOWh7ONn

Useful site on all aspects of media industries, products and concepts: <https://media-studies.tki.org.nz/Teaching-media-studies>

	<p>manage time, tasks activities and resources.</p> <p>36. Know the purpose, components, conventions, hardware, and software used to create scripts and storyboards for pre-production and planning media products.</p> <p>37. Understand the purpose of and reasons for each legal consideration to protect individuals.</p> <p>38. Know what is meant by intellectual property and the purpose of and reasons for legislation to protect intellectual property.</p> <p>39. Know the types of products covered by regulation, certification and classification and the purpose of and reasons for regulation, certification and classification.</p> <p>40. Know the common health and safety risks and hazards in all phases of media production including risk assessments and location recces.</p>	
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