Year 10 Imedia

Subject and Year Group	Autumn Year 10	Autumn 2 Year 10	Spring 1 Year 10	Spring 2 Year 10	Summer 1 Year 10	Summer 2 Year 10
Topic/Unit to be studied	**R093: Creative imedia in the media industry. (Exam Content)** • Students 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: • The media industry o • Factors influencing product design • Pre-production planning • Distribution consideration **R094: (Skills building for Coursework)** 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: Develop visual identity		**R093: Creative imedia in the media industry. (Exam Content)** • Students 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: • The media industry • Factors influencing product design • Pre-production planning • Distribution consideration **R094: (Completing Coursework)** 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: Develop visual identity		**R094: (Completing Coursework)** 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: Develop visual identity Plan digital graphics for products Create visual identity and digital graphics **R097: (Skills building for Coursework)** In this unit you will learn how to plan, create and review interactive digital media products. Topics include: • Plan interactive digital media • Create interactive digital media Review interactive digital media	

	Plan digital graphics for products Create visual identity and digital graphics	Plan digital graphics for products Create visual identity and digital graphics	
Core Knowledge and skills	This unit will enable learners to understand about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products. You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. You will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry. **R094:** Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work	This unit builds on units R093 and R095 and learners will be able to apply the skills, knowledge, and understanding gained in those units in order to complete the required NEA component. In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry	This unit builds on units R093 and R097 and learners will be able to apply the skills, knowledge, and understanding gained in those units in order to complete the required NEA component.

	across different platforms and media, and user interface and experience are key considerations in the design process.		
Assessment (How do we know if pupils have learnt what we've taught them?[8]**)**	**Formative:** MCQS midterm **Formative:** key word definitions **Summative:** End of topic test with extended dirt	**Formative:** MCQS midterm **Formative:** key word definitions **Summative:** Completion on coursework form R094	**Formative:** MCQS midterm **Formative:** key word definitions **Summative:** End of topic test with extended dirt