Subject: Computing – Creative IMedia	Year: 10 IMedia

INTENT

Students will learn about the media industry and the tools and techniques that are needed to follow a career in the media industry. Students will develop skills relevant for a range of roles while developing visual identities for clients, planning and creating original digital graphics and planning, creating and reviewing original digital media products.

IMPLEMENTATION

The Computing Department at BGN aims to inspire and develop awareness of the media industry including visual identity, planning and creating digital graphics. Three units are covered over two years. Two units are mandatory, one being a written exam and the other mandatory unit being coursework. As a department we then have chosen website creation as our third (optional) unit. Students have previously been taught website design in Year 9 and therefore can recall skills used. These skills can then be developed to a higher level on completion of the coursework unit.

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Overview of Year – Topic area and Assessment	1 2 3 4 5 6 7 8	9 10 11 12 13 14 15	16 17 18 19 20 21	22 23 24 25 26 27	28 29 30 31 32	33 34 35 36 37 38 39
	R093: Media industry sectors and products (TA1) **R093**: How style, content and layout are linked to the purpose. Client requirements and how they are defined (TA2) **R093**: Audience demographics and segmentation (TA2) **R093**: Media codes used to convey meaning, create impact and/or engage audiences (TA2)	**R093**: Work planning and documents used to support ideas generation (TA3) **R093**: Documents used to design/plan media products (TA3) **R094**: Purpose, features, elements and design of visual identity R094: Graphic design concepts and conventions R094: Properties of digital graphics and use of assets	**R094**: Techniques to plan visual identity and digital graphics **R094**: Tools and techniques to create visual identity and digital graphics **R094**: Technical skills to source, create and prepare assets for use within digital graphics	**R094**: Techniques to save and export visual identity and digital graphics (with integrated **R093** TA4 distribution considerations and file formats) **R094**: NEA Assessment (working on)	**R094**: NEA Assessment (Working on and submit[1] for moderation) **R097** TA1 Introduction (with R093 key content embedded)	**R097**: Features and conventions of webpages **R097**: Creativity in animation and audio **R097**: Resources required to create websites using advanced tools

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[1]

		IMPACT		
	Topic	Assessment Method	Mark Sch / Grade Boundaries	Knowledge / Skills / Understanding To be shared with students
Topic, Assessment, Readiness	**R093**	Questions from past papers given regularly. Teach students how to structure answers to larger mark questions. Exam paper given for Mock exams in June.	L1P, L2M, L1D. L2P, L2M, L2D & L2D*	Covering TA1-4 in Year 10. Tasks to reinforce understanding given and assessed. Grades and feedback shared with students on the VLE.
	R094	Completion of practice coursework to embed knowledge, skill and understanding. Coursework completed, moderated and ready for submission in June series.	L1P, L2M, L1D. L2P, L2M, L2D & L2D*	Skills for digital graphics taught and practice coursework used to embed knowledge, skill and understanding in all stages of planning, creation and reviewing of final digital product.