# Creative iMedia
# Bridging and Qualifications Phase

**Introduce:**
Creativity
Planning
Audiences

# Bridging Creative iMedia Curriculum Sequence

Intent: to build a foundation of creative digital skills suitable for the entire spread of digital media career pathways

| **T1** | **T2** | **T3** | **T4** | **T5** | **T6** |
|---|---|---|---|---|---|
| Photoshop Skills<br><br>Horror DVD Case Project | Pre-production planning 1 | Interactive Product 1 – Information Kiosk<br><br>Pre-production planning 2 | Audio Visual Product | Pre-production 3 | Interactive Product 2 – Web Design |

| **Why these topics?** | **Why This Topic?** | **Why This Topic?** | **Why This Topic?** | **Why This Topic?** | **Why This Topic?** |
|---|---|---|---|---|---|
| Digital graphics is the compulsory coursework option. Many of the practical skills in the course are built on a solid foundation of digital graphic design using Photoshop.<br>Responding to briefs is the central purpose of the course. By being given a brief to work to, students can gain understanding in target audience and pre-production whilst creatively producing a digital artefact. | The pre-production documents are central to the course and are used over and over again in coursework and in the exam. | This is one of the possible solutions to the interactive product coursework to be completed later in the course. Pupils can practise the creation of pre-production documents to a set assignment and pick up useful interactive product skills at the same time.<br>More of the pre-production document knowledge, this time tailored to the movie project that comes next.. | Although pupils will not be completing the movie making coursework, the questions in the exams often assume a level of understanding of the production process involved with creating audio-visual products so practical experience is desirable. | This unit finalised Topic Area 3 for the exam. Students can use knowledge from the movie making project to understand health and safety concerns and risk assessments. | This is another possible outcome for the interactive product assignment taught later in the course and, combining it with the knowledge from Topic Area 3, becomes a crucial skill building opportunity. |
| **Curriculum Links**<br>• Colour<br>• Creativity<br>• Graphic Design<br>• Genre | **Curriculum Links**<br>• Planning<br>• Documentation | **Curriculum Links**<br>• Graphic Design<br>• Technical<br>• Planning<br>• Documentation | **Curriculum Links**<br>• Creativity<br>• Emotion<br>• Entertainment | **Curriculum Links**<br>• Planning<br>• Documentation | **Curriculum Links**<br>• Graphic Design<br>• Technical<br>• Planning<br>• Documentation<br>• Online |
| **Teaching these topics here supports:**<br>Directly supports the qualification mandatory coursework unit. | **Teaching these topics here supports:**<br>Supports both the mandatory and optional coursework unit and will also be assessed in the exam. | **Teaching these topics here supports:**<br>Supports the optional coursework unit by providing the skills for one way it could be produced.<br>Supports both the mandatory and optional coursework unit and will also be assessed in the exam. | **Teaching these topics here supports:**<br>Wider creative skillset that allows learners to have practical experience of all the possible creative career options from this curriculum pathway. | **Teaching these topics here supports:**<br>Supports both the mandatory and optional coursework unit and will also be assessed in the exam. | **Teaching these topics here supports:**<br>Supports the optional coursework unit by providing the skills for a second way it could be produced.<br>Wider experience to support further career entry points. |
| **These topics feed from:**<br>Digital graphics skills taught in the Y7 Digital Dangers Unit and Y8 Graphics unit | **These topics feed from**<br>This will be the pupil's first learning of pre-production documentation | **These topics feed from**<br>Building on pre-production skills. Pupil's first attempt at building an interactive product. | **These topics feed from:**<br>This will be the pupil's first attempt at a practical audio visual product. | **These topics feed from**<br>Final iteration of the work on pre-production building throughout the bridging year. | **These topics feed from**<br>Year 7 web design unit, previous interactive product unit. |

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**Develop:**
Creativity
Planning
Graphic Design

# Qualifications Phase Year 1 Creative iMedia Curriculum Sequence

Intent: The Cambridge Nationals in Creative iMedia is a vocational qualification that teaches pupils a wide range of digital and creative skills suitable for job specific employment in future digital careers. The qualification can also act as a proof of a well-defined digital skillset that can set pupils apart from their peers in the job market

| T1 | T2 | T3 | T4 | T5 | T6 |
|---|---|---|---|---|---|
| Advanced Digital Graphics | Media industry sectors and products | Digital Graphics Coursework | Digital Graphics Coursework | Style, content, layout and purpose | Audience demographics Research methods |
| Practice Brief | Job roles in the media industry | | | Client requirements | |

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| **Why these topics?** This unit is a skill builder for the coursework project that will be undertaken this year. It is then assessed using the practical method outlines in the assessment section. Pupils can use the formative feedback to understand how to improve for the real assignment. | **Why This Topic?** Media industry sectors is the first unit on Topic Area 1, the media industry, key to understanding the remaining content of the course. Job roles is the second unit of Topic Area 1. This is a good time to be discussing careers as it reflects discussions that pupils will be having during PSHCE time. | **Why This Topic?** Briefs will be released in January. The intention is to begin this coursework unit as soon as possible so that maximum chance for success is provided to each learner. Extra time can be provided for interventions up until the summer if needed. The coursework counts for 35% of the overall grade. | **Why This Topic?** Briefs will be released in January. The intention is to begin this coursework unit as soon as possible so that maximum chance for success is provided to each learner. Extra time can be provided for interventions up until the summer if needed. The coursework counts for 35% of the overall grade. | **Why This Topic?** The first unit of Topic Area 2. Studying this unit will aid student's ability to reflect on media texts, a crucial skill for the exam. | **Why This Topic?** The learning from this will be needed in the final coursework unit. |
| **Curriculum Links** <br>• Colour <br>• Creativity <br>• Graphic Design <br>• Genre | **Curriculum Links** <br>• Careers <br>• Audiences | **Curriculum Links** <br>• Colour <br>• Creativity <br>• Graphic Design <br>• Genre | **Curriculum Links** <br>• Colour <br>• Creativity <br>• Graphic Design <br>• Genre | **Curriculum Links** <br>• Creativity <br>• Graphic Design <br>• Emotion <br>• Planning | **Curriculum Links** <br>• Audiences <br>• Planning <br>• Documentation <br>• Careers |
| **Teaching these topics here supports:** Directly supports the qualification mandatory coursework unit. | **Teaching these topics here supports:** Required learning for the final exam. Supports pupil's understanding of the possible career paths the qualification can lead to. | **Teaching these topics here supports:** Mandatory coursework unit. Allows students plenty of time to get the work to the required standard with interventions if necessary. | **Teaching these topics here supports:** Mandatory coursework unit. Allows students plenty of time to get the work to the required standard with interventions if necessary. | **Teaching these topics here supports:** Required learning for the examined component. Will help to support learners with the coursework assignment in the next year as well. | **Teaching these topics here supports:** Required learning for the examined component. Will help to support learners with the coursework assignment in the next year as well. |
| **These topics feed from:** Digital graphics skills taught in the Y7 Digital Dangers Unit and Y8 Graphics unit | **These topics feed from** This will be the pupil's first learning of these industry terms. | **These topics feed from** All previous digital graphics skills across the year groups. | **These topics feed from:** All previous digital graphics skills across the year groups. | **These topics feed from** Taught implicitly through practical experience previously, this unit formalises the processes into theoretical learning. | **These topics feed from** Students have previously deconstructed briefs, this formalises the process. |

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# Sandbach School Computing

**Develop:**
Creativity
Planning
Graphic Design

# Qualifications Phase Year 1 Creative iMedia Curriculum Sequence

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| T1 | T2 | T3 | T4 | T5 | T6 |
|---|---|---|---|---|---|
| Distribution platforms<br><br>Properties and formats of media files | Interactive product coursework | Interactive product coursework | Media codes | Exam revision | |

| | | | | | |
|---|---|---|---|---|---|
| **Why these topics?**<br>These units are mainly based on technical information that can be rote learned. All formulate some of the required knowledge for the final exam. Studying them here is advantageous as they can be revisited several times to help long term retrieval. | **Why This Topic?**<br>The optional coursework unit. The work produced here will count towards 25% of each learner's final grade. | **Why This Topic?**<br>The optional coursework unit. The work produced here will count towards 25% of each learner's final grade. | **Why This Topic?**<br>Analysing media text through codes, conventions, symbols and semiotics is the toughest theory topic in this course and should be taught just before the exam for maximum impact. | **Why This Topic?**<br>Teachers have this opportunity to identify student weaknesses and thoroughly prepare them for the exam season. | |
| **Curriculum Links**<br>• Technical<br>• Careers | **Curriculum Links**<br>• Creativity<br>• Graphic Design<br>• Planning | **Curriculum Links**<br>• Creativity<br>• Graphic Design<br>• Planning | **Curriculum Links**<br>• Analysis | | |
| **Teaching these topics here supports**:<br>Directly supports the final exam. | **Teaching these topics here supports**:<br>Mandatory coursework that forms 25% of the learner's overall grade. | **Teaching these topics here supports**:<br>Mandatory coursework that forms 25% of the learner's overall grade. | **Teaching these topics here supports**:<br>Directly supports the final exam. | **Teaching these topics here supports**:<br>Direct, personalised support for the final exam series. | |
| **These topics feed from**:<br>Practical experience formalised with technical learning. | **These topics feed from**<br>Interactive product skills in the previous year. | **These topics feed from**<br>Interactive product skills in the previous year. | **These topics feed from:**<br>This is the pupil's first journey into analysing media codes but they will have learned implicit lessons previously. | **These topics feed from**<br>All previous theoretical learning culminates here. | |