Develop:
Creativity
Planning
Graphic Design

Year 10 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
Visual Identity	Visual Identity Coursework	Visual Identity Coursework	Media industry sectors and products Factors influencing product design	Job roles in the media industry Style, content, layout and purpose Client requirements	Audience demographics Research methods Media codes
Why This Topic? 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 these topics?** The coursework counts for 35% of the overall grade and is a mandatory component.	**Why This Topic?** The coursework counts for 35% of the overall grade and is a mandatory component.	**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.	**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 • Colour • Creativity • Graphic Design • Genre	**Curriculum Links** • Colour • Creativity • Graphic Design • Genre	**Curriculum Links** • Colour • Creativity • Graphic Design • Genre	**Curriculum Links** • Careers • Audiences	**Curriculum Links** • Creativity • Graphic Design • Emotion • Planning	**Curriculum Links** • Audiences • Planning • Documentation • Careers
Teaching these topics here supports: Directly supports the qualification mandatory coursework unit.	**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 final exam. Supports pupil's understanding of the possible career paths the qualification can lead to.	**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**: 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:** This will be the pupil's first learning of these industry terms.	**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.