The Bromfords School

Computing Department

(Creative iMedia)

Intent of Curriculum

	The Bromfords School	Creative iMedia.

The intent of Creative iMedia at Bromfords is to equip pupils with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively. It will challenge all learners by introducing them to demanding material and techniques: encouraging independence and cereativity.

Achieve:

The qualification will enable our students to be critical thinkers. Students will develop learning and skills that can be used in other life and work situations, such as: thinking about situations and deciding what is required to be successful, exploring different options and choosing the best way forward to a solve problem, exploring and generating original ideas to find imaginative solutions to problems , selecting the best tools and techniques to use to solve a problem, appropriate use of media to convey meaning, use of planning techniques to complete tasks in an organised way which meet deadlines.

Enrich:

The qualification offers enrichment as it allows students to examine the representation, viewpoints and messages offered in the media and how they scope or insights and opinions. Through creative iMedia, students gain an insight into how media works, how it has evolved and how it has become the force it is today.

Prepare:

Creative iMedia inspires students to continue learning beyond the confines of the classroom as well as developing employability skills that will that will then serve them well in the real life. Our students will be digitally literate armed with a range of skills and knowledge that are transferable across the curriculum and into employment. Our aim is to prepare our students to be able to think creatively, plan accordingly and execute their sills to the best of their ability.

Entry KS3	**Year 9**	**Year 10**	**Year 11**	**Post-16**
Knowledge: No specific entry requirements.	**Knowledge:** • Develop an understanding of Digital Graphics • SOAP (Sense of audience and purpose) • Preproduction Documentations • Adherence to legislation Skills: • Illustrator • Dreamweaver • Photoshop • Web development • Mobile Application • Media editing	**Knowledge OCR:** • Understand and apply the fundamental principles and concepts of digital media including factors that influence product design, use of media codes and conventions, pre-production planning techniques, legal issues and creation/publishing/distribution considerations. • develop learning and practical skills that can be applied to real-life contexts and work situations. • think creatively, innovatively, analytically, logically, and critically. • develop independence and confidence in using skills that would be relevant to the media industry and more widely. • design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements. Skills: The qualification will also help you to develop learning and skills that can be used in other life and work situations, such as: • thinking about situations and deciding what is required to be successful. • exploring different options and choosing the best way forward to a solve problem.		**Knowledge:** The post 16 qualification is an OCR qualification. It is designed to give learners a range of specialist knowledge and transferable skills in the context of applied IT, providing them with the opportunity to enter an apprenticeship, move directly into employment, or progress to a related Higher Education (HE) course. As a school, we are on the Application Developer flight path. This comprises of: -OCR Level 3 Cambridge Technical Introductory Diploma in IT (with specialist pathways) (360 GLH) -OCR Level 3 Cambridge Technical Diploma in IT (with specialist pathways) (720 GLH)

		• exploring and generating original ideas to find imaginative solutions to problems. • selecting the best tools and techniques to use to solve a problem. • appropriate use of media to convey meaning. • use of planning techniques to complete tasks in an organised way which meet deadlines.		
Enrichment, Careers, Real-world Experience.			- Volunteer for the school online magazine	-Real world employment to conduct feasibility study.

•   Digital marketer, Media buyer, media planner, Media researcher, Television/film/video producer public relations officer, social media manager, Television production coordinator, Web content manager, Animator, Architect, costume designer, Advertising account executive.

Year 9 – Intent: Creative iMEDIA

Scheme of work:	Scheme of work	Scheme of work	Scheme of work
Purpose and properties of digital graphics	**Photoshop and Illustrator Skills**	**Multipage website – Using Dreamweaver software**	**Mobile App development**
Learning Intent:	**Learning Intent:**	**Learning Intent:**	**Learning Intent:**

This unit aims to develop students understanding of how and why digital graphics are used. Understand the need and use of a differing file types and formats. Understand the connections between the properties of digital graphics and their suitability for use. Understand that different purposes and audiences influence design and layout of digital graphics.
Key topics covered:
• File types
• Compression types
• Print quality
• Mock project
• Planning and evaluation skills
• Online safety
	This unit is a continuation and development of the previous unit. Students will be taken through a series of skill building using various editing software such as photoshop, Inkscape and illustrator.
	
	Skills learnt will be tested through multiples of projects.
	
	Key topics covered:
	• Purpose and content of preproduction documents:
	   ○ Mood boards
	   ○ Mind maps
	   ○ Visualisation diagrams
	   ○ Storyboards
	   ○ Scripts
	   ○ Mock Project
		To build on web design skills that was started in year 8. To develop student's understanding of website authoring and key features of multipage websites.
		
		Key topics covered:
		Dreamweaver skills
		• Planning documents
		• Asset preparation and sourcing
		• Use of a template
		• Embedding of javascript, flash and multimedia
		• Div tags
		• External links
		Testing and evaluation skills
			This unit aims to take the learners from designer to project manager to developer in order to create their own mobile app.
			
			Using App Lab from code.org, learners will familiarise themselves with the coding environment and have an opportunity to build on the programming concepts they used in previous units before undertaking their project. Learners will consider needs of the user; decompose the project into smaller, more manageable parts; use the pair programming approach to develop their app; and finish off by evaluating the success of the project against the needs of the user.

Measuring Impact through:

• **Practical – Magazine production** • **End of term Assessment**	**Assessment:** • **Planning assessment** • **Creation and evaluation assessment**	**Assessment:** • **Test** • **Mock project**	**Assessment:** • **Test** • **Mock Project**

Year 10 & 11 – Intent: RE-DEVELOPPED Creative iMEDIA

Scheme of work:	Scheme of work:	Scheme of work:
RO93 – Creative iMedia in the media industry	RO93 – Creative iMedia in the media Industry RO94 – Visual Identity and Digital Graphics RO95- Characters and Comics RO96 – Animation with audio RO97 – Interactive Digital Media RO98 – Visual Imaging RO99 – Digital Games	RO93 – Creative iMedia in the media industry
Learning Intent: Topic Area 1- The media industry • Traditional media/New media • Products in the media industry • Job roles in the media industry	Students will study 2 mandatory units and 1 optional unit. **The two mandatory units are:** **Unit R093**: Creative iMedia in the media industry This is assessed by taking an exam. Topics include: o the media industry o Factors influencing product design o Pre-production planning o Distribution considerations **Unit R094**: Visual identity and digital graphics Topics include:	**Learning Intent:** Topic Area 1- The media industry Topic Area 2 – Factors influencing product Design Topic Area 3 – Pre-production planning Topic Area 4 – Distribution considerations This unit is assessed by an exam. The exam is 1 hour and 30 minutes. The exam consists of two sections – Section A and Section B. Section A has 10 marks Section B has 60 marks The exam has 70 marks in total.

o Develop visual identity
o Plan digital graphics for products
o Create visual identity and digital graphics

The 5 optional units are:
Unit R095: Characters and comics

This is assessed by completing a set assignment.

 Topics include:
o Plan characters and comics
o Create characters and comics
o Review characters and comics

Unit R096: Animation and audio

Topics include:
o Plan animation with audio
o Create animation with audio
o Review animation with audio

Unit R097: Interactive digital media

Topics include:
o Plan interactive digital media
o Create interactive digital media
o Review interactive digital media

Unit R098: Visual imaging

Topics include:
o Plan visual imaging portfolios
o Create visual imaging portfolios
o Review visual imaging portfolios

Unit R099: Digital games

Topics include:
o Plan digital games

	o Create digital games o Review digital games	
Class Task **Homework**	**<u>NEA Projects: RO94 (Mandatory), RO95-RO99 (Optional)</u>**	**<u>External Examination</u>**