

SUBJECT: Media**Key Stage 4: Curriculum Intent**

2022-23	Year 10 Cambridge Nationals in Creative iMedia OCR	Year 11 Cambridge Nationals in Creative iMedia OCR
Autumn 1	<p>Topic: R093 Creative iMedia in the media industry (INTRODUCTION)</p> <p>Content covered, including knowledge and skills. The media industry is vast with both traditional and new media. Students will be introduced to</p> <ul style="list-style-type: none"> 1.1: Media industry sectors and products. 1.2 Job roles (this is within all topics) 2.1 How style, content and layout are linked to purpose 2.2 client requirements and how they are defined 2.3 audience demographics 2.4 research methods 2.5 codes and conventions 4.1 distribution and audience reach 4.2 properties and file formats <p>This unit is externally assessed through a 1 hr 15 written exam at the end of Y11</p>	<p>Topic: R098 Visual imaging continued form Y10</p> <ul style="list-style-type: none"> 2.1 techniques and tools to take photos 2.2 techniques for processing photos 2.5 techniques to save and export photos 2.3 techniques and tools to record video footage 2.4 techniques to edit video footage 2.5 techniques to save and export video 3.1 techniques to check and review imaging portfolio 3.2 improvements and further developments <p>Assessment is over 12 hours-controlled conditions to be submitted in January.</p>
Autumn 2	<p>Topic: R093 Creative iMedia in the media industry</p> <p>R094 Visual identity and digital graphics</p>	
Spring 1	<p>This is assessed by completing a set assignment set in June by OCR R093 and R094 are taught together as R093 in knowledge and R094 is application.</p> <ul style="list-style-type: none"> 1.1 purpose of visual identity 2.1 graphic design and conventions 2.2 properties and assets of digital graphics 3.1/ 2.3 work planning /Plan visual identity graphics 	<p>R093 Creative iMedia in the media industry (EXAM APPLICATION OF KNOWLEDGE)</p> <p>Once the knowledge and understanding has been applied in the practical units it is also checked under exam conditions. A series of questions are set by the exam board and taken under exam conditions testing the knowledge they have gained over the course.</p> <p>The areas that will be revisited is:</p> <ul style="list-style-type: none"> • Media industry and sectors: traditional and new media, job roles

Spring 2	<p>3.2/ Generating ideas 3.3 pre-production documents 3.4 legal issues 3.1 tools and techniques used to create graphics 3.2 technical skills to source and prepare graphics 3.3 techniques to save and export files</p> <p>Assessment is over 12 hours-controlled conditions.</p>	<ul style="list-style-type: none"> • Factors influencing product design: purpose, style, content, client requirements, audience demographics, research methods, codes and conventions, • Pre production planning: work planning, idea generation, design and planning, legal considerations and regulations, H&S, • Distribution platforms and media reach: properties and formats of files, •
Summer 1	<p>Topic: R098 Visual imaging</p> <p>This is assessed by completing a set assignment set in June by OCR. This unit goes into Y11 autumn term</p>	<p>Exam sat in summer term:</p> <p>Section A- 7-10 closed response questions either multiple choice or short answers. At least one question from each area.</p> <p>Section B- Context based questions which includes closed response, short answers and three extended responses from a range of the learning objectives.</p>
Summer 2	<p>In this unit you will learn how to plan, create and review portfolios of visual imagery. Topics include:</p> <p>1.1 feature and conventions of images 1.2 content used in visual imaging portfolios 1.3 equipment for capturing images and video 1.4 pre-production planning for photoshoots and video recording</p>	