



Term 1 Learning Journey: CiM – Year 10



How does this unit link to prior learning?

This unit builds directly upon the foundational digital literacy and media creation skills developed during Key Stage 3 Computing. It utilizes your existing knowledge of layout design, asset manipulation, and interactive software elements, scaling them up to professional exam and non-examined assessment (NEA) industry standards.

What will you be learning about?

You will learn how to professionally interpret a client brief to plan and design a fully functional Interactive Digital Media Product (IDMP) for Unit R097. Alongside this practical coursework, you will master critical Unit R093 exam theory, exploring the pre-production planning documents, workflows, and hardware/software selections used across the wider media industry.

How does this link to the wider curriculum?

Rule of Law: Understanding intellectual property rights, copyright laws, and data protection regulations (GDPR) when sourcing and utilizing third-party assets
Individual Liberty: Exercising creative freedom and independent choice when developing original design concepts and interpreting client requirements

We will develop our learning each week by focusing on:

1. (R094 Coursework) The Course and the scene: Get an overview of the course, expectations and skills needed to succeed. You will get a first look at the set assignment from OCR and begin planning what visual identity you will create.	RAG	11. Exam preparation and mock test: Prepare for the formal mock test to determine your AP3 grade, while utilizing opportunities to review and close gaps on completed coursework units.	RAG
2 and 3. (R094 Coursework) Produce an interpretation of the client brief: Independently identify a clear target audience, generate original ideas for the content of your IDMP, and explain how your concepts fulfil the client brief.		12. (R094 Coursework) Create Interactive Digital Product: Begin using suitable software to independently build the interactive components and structural layouts planned in your design phase.	
4 and 5. (R094 Coursework) Produce relevant pre-production and planning documentation: Independently plan and visually map out the layout, content, and interactive functionality of your IDMP. Create a formal test plan to check the final product.			
6 and 7. (R094 Coursework) Identify the assets required and explain their planned use in your IDMP: Formulate an asset log identifying exactly what media assets are needed and where they will come from. Detail their properties, suitability, and legal clearance requirements.			
8. (R093 Exam) Pre-production documents (planning ideas and structure): Pivot to exam theory. Master the components of professional workplans (phases, tasks, milestones, contingencies), alongside exploring how mind maps and mood boards support early project communication.			
9 and 10. (R093 Exam) Pre-production documents (production planning) and tools: Learn the purpose, conventions, and users of scripts, storyboards, visualisation diagrams, wireframes, and flowcharts. Evaluate and select appropriate hardware and software for production.			

Key vocabulary

IDMP	Client brief	Target audience	Navigation	Interaction	Workplan	Milestones	Contingency	Storyboard	Script
Mind map	Visualisation diagram	Wireframe	Flowchart	Asset log	Editing	Copyright	Permission	Testing	Export

How will this help you in the future?

KS4	Beyond LHS
This unit helps you complete one of the NEA units worth 25% of the qualification while also strengthening your R093 exam knowledge on planning documents, audience, assets and production choices.	These skills support progression to A Level Media Studies, Cambridge Technicals in Digital Media or IT, T Levels and apprenticeships, and are useful in careers such as web/app design, digital content creation and UX/UI.