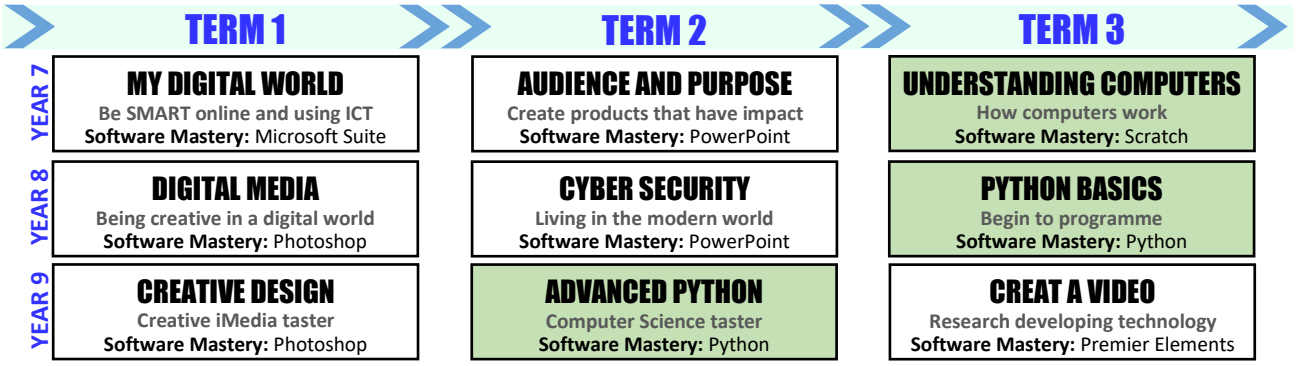
# UNIT OVERVIEW & LEARNING JOURNEY

## YEAR 10 – Creative iMedia: TERM 1 & 2

## R097 – INTERACTIVE DEGITAL MEDIA

**PRIOR LEARNING** (from Key Stage 3):




**Aim of this unit:**

This is a mandatory coursework unit that you will study for two terms, using the scenario provided by OCR. The final coursework mark will be submitted to the exam board in May.

In this unit you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit, and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience. Completing this unit will provide you with the basic skills for further study or a range of creative and technical job roles within the media industry.

**Assessment Procedures:**

This is the first piece of coursework which you will need to complete **independently**. This unit is worth 35% of the overall course.

Grading for the course is:

- Pass - equivalent to grade 4 at GCSE
- Merit - equivalent to grade 5.5 at GCSE
- Distinction - equivalent to grade 7 at GCSE

For this coursework, you will learn to design and create interactive digital media products for a chosen platform. You will learn to select, edit, and repurpose images, video, and audio to create a product for a client. You will combine these different interactive elements to give the end user (target audience) an effective experience of the product they have created.

**Homework:**

Homework will be set at least once a week. Details of individual homework can be found on Synergy.

| Creative iMedia | My Target Grade: | L2P \| L2M \| L2D\| L2D* |
|---|---|---|
| Final Mark for R097 | Mark: | Grade: |

# R097 – Interactive Digital Media

## Interactive digital media products to promote a radio station

| Unit R097 – Topic Area 1: Plan interactive digital media | RAG rating |
|---|---|
| **Theory:** Format types of interactive digital media: Websites \| Information points \| Mobile apps \| E-learning apps \| Digital maps \| Games<br>**Skills:** When creating own product, demonstrate that different format is linked to audience and purpose and what devices are used to access these | DATE:<br>RAG RATE KEY<br>☺ \| 😐 \| ☹ |
| **Theory:** Content used in interactive digital media: Images \| Video \| Animation \| Text \| Tables \| Lists \| Forms \| Navigational buttons \| Maps \| Quiz<br>**Skills:** When creating own product, include these assets in the planning and creation | DATE:<br>RAG RATE KEY<br>☺ \| 😐 \| ☹ |
| **Theory:** Hardware used to access interactive digital media: Computers \| Games console \| Kiosks \| Phones \| Smart TV \| Tablets \| Forms \| Navigational buttons \| Maps \| Quiz<br>**Skills:** When creating own product, adapt content to suit different access methods | DATE:<br>RAG RATE KEY<br>☺ \| 😐 \| ☹ |
| **Theory:** Methods of user interaction within interactive digital media: Touch screen / stylus \| Voice controls \| Camera input \| Keyboard / buttons \| Mouse / joystick control<br>**Skills:** When creating own product, select appropriate application for each method of user interaction | DATE:<br>RAG RATE KEY<br>☺ \| 😐 \| ☹ |
| **Theory:** Pre-production documentation and planning for content including how to test / check product<br>**Skills:** Layout, content and functionality then testing of your interactive digital media product | DATE:<br>RAG RATE KEY<br>☺ \| 😐 \| ☹ |
| **Theory:** Properties of assets linked to purpose<br>**Skills:** Complete assets table in detail | DATE: 28/11<br>RAG RATE KEY<br>☺ \| 😐 \| ☹ |
| **TOTAL ACHIEVED FOR TASK 1 ON COURSEWORK** | **/20** |

**Unit R097 – Topic Area 2: Create interactive digital media** (Highlight when evidenced)

**Theory:** Technical skills to create and/or edit and manage assets for use within interactive digital media products
**Static Image assets:** Saving and exporting assets as suitable file sizes / formats | Changing image / canvas size | Applying transformations to correct or distort objects - flip, skew, rotate | Using retouching techniques to remove unwanted elements - using cloning, healing, blur, colour swatches, colour picker, pencil, brush, background removal | Adjusting brightness and contrast, levels, colour balance, hue, saturation | Using filters and effects to enhance visual appeal - stylise, monochrome, colour toning, vignette, sharpen | Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media
**Audio assets** (Sound effects | Narration | Music): Importing sound to create assets | Trimming / cutting / splitting unwanted parts of sound assets | Joining sounds together to extend sound assets | Adjusting volume of sound assets | Saving and exporting assets as suitable file sizes / formats for use as components within interactive digital media
**Moving image assets** (Video | Animation: Importing video footage to create assets | Placing and sequencing video assets along timelines | Trimming / cutting unwanted parts of video assets | Adjusting brightness and colour of video assets | Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media
**Interactive assets:** Diagrams | Maps | Buttons / roll over buttons | Banners | Navigation bars |Forms

| | | |
|---|---|---|
| **TOTAL ACHIEVED FOR TASK 2 ON COURSEWORK** | | **/34** |
| **TOTAL ACHIEVED FOR TASK 3 ON COURSEWORK** | | **/16** |
| **TOTAL FOR THIS UNIT** | | **/70** |

## FUTURE LEARNING:

| | TERM 1 | TERM 2 | TERM 3 | |
|---|---|---|---|---|
| Creative iMedia | **R097**<br>R097: Interactive digital media<br>Coursework unit using PowerPoint | **R097**<br>R097: Interactive digital media<br>Complete coursework | **R093 & R097**<br>Revise and finalise<br>Theory for R093 and submit R097 | YEAR 10 |
| Creative iMedia | **R094**<br>R094: Visual identity & digital graphics<br>Coursework unit using Photoshop | **R093 & R094**<br>Revise and finalise<br>Submit final version for R094 | **R093**<br>R093: Creative iMedia in industry<br>Exam preparation for end of course | YEAR 11 |

Ad Astra

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