

UNIT OVERVIEW & LEARNING JOURNEY

YEAR 10 – Creative iMedia: TERM 2 & 3

R093 – CREATIVE IMEDIA IN THE MEDIA INDUSTRY



PRIOR LEARNING (from Key Stage 3):

	TERM 1	TERM 2	TERM 3
YEAR 7	MY DIGITAL WORLD Be SMART online and using ICT Software Mastery: Microsoft Suite	AUDIENCE AND PURPOSE Create products that have impact Software Mastery: PowerPoint	UNDERSTANDING COMPUTERS How computers work Software Mastery: Scratch
YEAR 8	DIGITAL MEDIA Being creative in a digital world Software Mastery: Photoshop	CYBER SECURITY Living in the modern world Software Mastery: PowerPoint	PYTHON BASICS Begin to programme Software Mastery: Python
YEAR 9	CREATIVE DESIGN Creative iMedia taster Software Mastery: Photoshop	ADVANCED PYTHON Computer Science taster Software Mastery: Python	CREAT A VIDEO Research developing technology Software Mastery: Premier Elements

Aim of this unit:

This is a mandatory unit and will prepare the students with the theory needed for all other units and final examination in Year 11.

Assessment Procedures:

This is an examined unit, which the students will sit in Year 11. This unit is worth 40% 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

In this unit students will learn about the sectors, products and job roles that form the media industry. They will learn the legal and ethical issues considered and the processes used to plan and create digital media products. They will learn how media codes are used within the creation of media products to convey meaning, create impact, and engage audiences. They will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide them with the basic skills for further study or a range of creative job roles within the media industry.

Homework:

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

How can you help?

Encourage your child to attend sessions with their teacher after school to improve their coursework. They should also review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

PROGRESS so far...			My Target Grade:			L2P	L2M	L2D	L2D*
R097	Mark	Grade	R093	Mark	Grade	R094	In Year 11		
(/70:35%)			(/80:40%)			(/50:25%)			



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UNIT R093: Creative iMedia in the media industry

This unit will contribute to **40%** of your final mark when you sit the exam in Year 11.

Topic Area 1: The media industry

1.1 Media industry sectors and products

Traditional media: Film | Television | Radio | Print publishing
New media: Computer games | Interactive media | Internet | Digital publishing

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Products in the media industry: Video | Audio | Music | Animation | Special effects (SFX, VFX) | Digital imaging and graphics | Social media platforms / apps | Digital games | Comics and graphic | Novels | Websites | Multimedia | eBooks | AR/VR

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1.2 Job roles in the media industry

Creative: Animator | Content creator | Copy writer | Graphic designer | Illustrator/graphic artist | Photographer | Script writer | Web designer
Technical: Camera operator | Games programmer/developer | Sound editor | Audio technician | Video editor | Web developer
Senior roles: Campaign manager | Creative director | Director | Editor | Production manager

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Topic Area 2: Factors influencing product design

2.1 How style, content and layout are linked to the purpose

Purpose: Advertise/promote | Educate | Entertain | Inform | Influence
Style, content, and layout: Colour | Conventions of genre | Formal/informal language | Positioning of elements | Style of audio representation | Style of visual representation | Tone of language

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2.2 Client requirements and how they are defined

Client requirements: Type of product | Purpose | Audience | Client ethos | Content | Genre | Style | Theme | Timescales
Client brief formats: Commission | Formal | Informal | Meeting/discussion | Negotiated | Written

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2.3 Audience demographics and segmentation

Categories of audience segmentation: Age | Gender | Occupation | Income | Education | Location | Interests | Lifestyle

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2.4 Research methods, sources and types of data

Primary research methods: Focus groups | Interviews | Online surveys | Questionnaires
Secondary research sources: Books and journals | Internet sites/research | Magazines and newspapers | Television
Research data: Qualitative information | Quantitative information

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2.5 Media codes used to convey meaning, create impact and/or engage audiences

Media codes: Technical | Symbolic | Written

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Ways that meaning, impact and/or engagement are created using: Animations | Audio [Dialogue; Music genre; Silence; Sound effects; Vocal intonation] | Camera techniques [Angles; Shots; Movements] | Colour | Graphics | Interactivity | Lighting [Intensity / Levels; Position] | Mise-en-scene | Movement of contents | Transitions | Typography [Emphasis; Font size; Font types]

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Topic Area 3: Pre-production planning



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3.1 Work planning		
Components of workplans: Phases [Pre-production; Production; Post-production] Tasks Activities Workflow Timescales Milestones Contingencies Resources [Hardware; People; Software]	DATE:	
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3.2 Documents used to support ideas generation		
Mind map: Digital Hand drawn	DATE:	
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Mood board: Digital Physical	DATE:	
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3.3 Documents used to design and plan media products		
Script	DATE:	
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Storyboard	DATE:	
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	⊗	
Visualisation diagram Asset logs	DATE:	
	RAG RATE KEY	
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Wireframe layout Flow charts	DATE:	
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3.4 The legal issues that affect media		
3.4.1 Legal considerations to protect individuals: Privacy and permissions Defamation [Libel; Slander] Data protection 3.4.3 Regulation, certification, and classification: Organisations responsible for regulation [ASA (Advertising Standards Authority); Ofcom (The Office of Communications)] Classification systems and certifications [BBFC (British Board of Film Classification) certifications; PEGI (Pan European Game Information) certifications]	DATE:	
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3.4.2 Intellectual property rights: Protecting intellectual property (IP) [Copyright; Ideas; Patents; Trademarks] Using copyrighted materials [creative common licence(s); Fair dealing; Permissions, fees and licences; Watermarks and symbols]	DATE:	
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3.4.4 Health and safety: Health and safety risks and hazards in all phases of production Actions to mitigate health and safety risks and hazards Risks assessments Location recce	DATE:	
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Topic Area 4: Distribution considerations



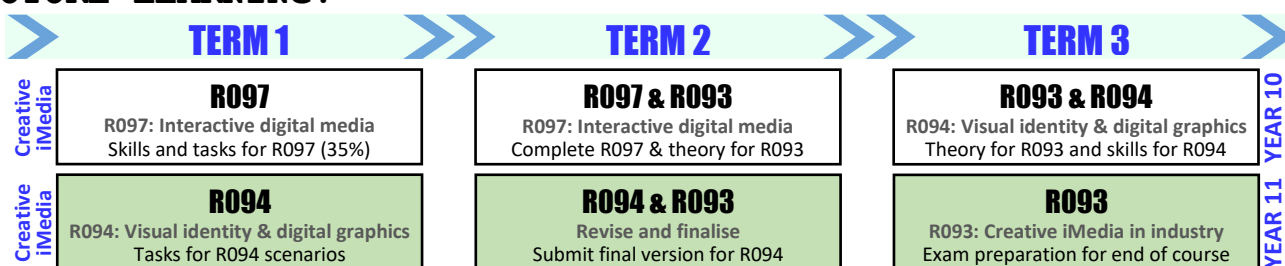
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4.1 Distribution platforms and media to reach audiences								
Online: Apps Multimedia Web Physical platforms: Computer Interactive tv Kiosks Mobile devices Physical media: CD/DVD Memory stick Paper based		DATE: <table> <tr> <th>RAG</th><th>RATE</th><th>KEY</th></tr> <tr> <td>😊</td><td>😐</td><td>😞</td></tr> </table>	RAG	RATE	KEY	😊	😐	😞
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4.2 Properties and formats of media files								
4.2.1 Image Files: The properties of digital static image files [DPI/PPI resolution; Pixel dimension] Static image file formats [Raster/ bitmap; Vector; Uncompressed; Compressed] 4.2.2 Audio Files: The properties of digital audio files [Bit depth' Sample rate] Audio file formats [Uncompressed; Compressed] 4.2.3 Moving Image Files: The properties of digital moving image files [Frame Rate; Resolution (SD, HD, UHD, 4K, 8K)] Moving image file formats [Animation; Video; Uncompressed; Compressed] 4.2.4 File compression: Lossy compression Lossless compression		DATE: <table> <tr> <th>RAG</th><th>RATE</th><th>KEY</th></tr> <tr> <td>😊</td><td>😐</td><td>😞</td></tr> </table>	RAG	RATE	KEY	😊	😐	😞
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FUTURE LEARNING:



TARGET GRADE:	
Test Title: PG Online Pack A	DATE:
Mark:	Percentage:
Grade:	On target?
Test Title: PG Online Pack B	DATE:
Mark:	Percentage:
Grade:	On target?
Test Title: PG Online Pack C	DATE:
Mark:	Percentage:
Grade:	On target?
Test Title: Year 10 Mock	DATE:
Mark:	Percentage:
Grade:	On target?

J834			Max marks	Qualification Grade							
				Distinction * at Level 2	Distinction at Level 2	Merit at Level 2	Pass at Level 2	Distinction at Level 1	Merit at Level 1	Pass at Level 1	Ungraded
FULL COURSE			200	180	160	140	120	100	80	60	0
GCSE EQUIVALENT GRADES				8.5	7	5.5	4	3	2	1.25	0
UMS	Unit GLH	Max marks	Unit Grade								
			Distinction * at Level 2	Distinction at Level 2	Merit at Level 2	Pass at Level 2	Distinction at Level 1	Merit at Level 1	Pass at Level 1	Ungraded	
R094	30 (25%)	50	45	40	35	30	25	20	15	0	
R097	42 (35%)	70	63	56	49	42	35	28	21	0	
R093 EXAM (out of 70)	48 (40%)	80	72	64	56	48	40	32	24	0	



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