



(Summer) Learning Journey for Creative iMedia



How does this unit link to prior learning?

This is a mandatory unit and will prepare you with the theory needed for all other units and final examination in Year 11. This is worth 40% of your final mark for this 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

What will you be learning about?

You will explore **the media industry** (sectors, products, job roles) and how media products communicate meaning through **purpose, style, layout, and media codes**. You will then develop key **pre-production planning** knowledge by learning how documents such as **workplans, mind maps, mood boards, scripts, storyboards, visualisation diagrams, asset logs, wireframes and flowcharts** are used to plan and manage media products, alongside appropriate hardware/software choices.

We will develop our learning each week by focusing on:

	Skills	RAG
Weeks 1 and 2 – R097 Coursework: Complete unit from last term on PowerPoint. Submission to exam board in May.	Plan interactive digital media; Create interactive digital media; Review interactive digital media	
Week 3 - (R093 Exam) Media industry overview: Introduction to exam unit; Media sectors (traditional and new), types of media products, and where/why they are used.	Identify sectors and match products to sectors; describe differences between media forms; use accurate media vocabulary.	
Week 4 - (R093 Exam) Job roles and production phases: Creative, technical and senior roles and how responsibilities fit into pre-production, production, post-production.	Explain responsibilities; justify which roles are needed for a given product; link roles to production stages.	
Week 5 - (R093 Exam) Purpose, audience, client requirements: How purpose affects style/content/layout; understanding client briefs and audience segmentation.	Identify client vs audience; interpret a brief; explain how design choices meet purpose and target audience.	
Week 6 - (R093 Exam) Research and media codes: Primary VS secondary research; qualitative vs quantitative data; technical / symbolic / written media codes and how meaning / impact is created.	Choose appropriate research methods; evaluate reliability; analyse how codes influence audience engagement.	
Week 7 - (R093 Exam) Test and Closing the Gap: For topics covered so far.		
Week 8 - (R093 Exam) Pre-production documents (planning ideas and structure): Workplans (phases / tasks / timescales), mind maps, mood boards and how these support early planning and communication.	Produce / improve planning documents; identify what makes them effective; link planning choices back to a brief.	
Week 9 - (R093 Exam) Pre-production documents (production planning) and tools: Scripts and storyboards; visualisation diagrams and asset logs; wireframes / flowcharts; selecting suitable hardware / software.	Analyse and improve drafts; choose appropriate documentation for a scenario; justify hardware / software; answer exam-style questions using technical vocabulary.	
Week 10 - (R093 Exam) Test and Closing the Gap: For topics covered so far.		

Preparation for Year 11 - (R094 Coursework): Use Affinity to learn how to edit and manipulate images.

Key vocabulary

Media industry	Roles and process	Audience and briefs	Research	Pre-production documents	Media language
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How will this help you in the future?

KS4	Beyond LHS
<ul style="list-style-type: none"> • Builds strong foundations for coursework. • Develops exam-ready skills: using technical language and justifying decisions with reference to a brief. 	Supports pathways into media production, marketing, design, content creation, web/app development , and project planning roles by strengthening planning, research, and communication visuals and data.