



Sapere Aude



Creative iMedia Curriculum

Intent

Curriculum Vision

The digital media industry has experienced exponential growth in recent decades; with this comes opportunity. Through the Creative iMedia curriculum, students are introduced to technical terminology and equipped with the knowledge and skills needed to confidently set up and use creative computer systems. They will apply this knowledge to create multiple forms of digital graphics, including 2D designs, 3D characters and video games. The curriculum helps them to develop a deep understanding of the entire creative process - from design and pre-production through to the creation of digital graphics – equipping them with the tools needed to successfully work in the creative digital media sector and be influential in its development and evolution. Creative iMedia has strong links with Computer Science, Art and Design, and Business, and provides insights into all aspects of digital media production.

Concepts and Skills

Through studying Creative iMedia, students will develop an extensive comprehension of the following concepts:

- **Pre-production Skills:** They will develop their understanding of the client brief, time frames, deadlines and preparation techniques.
- **Pre-production Planning:** They will learn how to interpret client requirements for pre-production based on a specific brief.
- **Purpose and Properties of Digital Graphics:** Learning where and why digital graphics are used and what techniques are involved in their creation.
- **Planning the Creation of Digital Graphics:** Understanding and exploring pre-production documents and learning the skills needed to produce such documents to a high standard.
- **Creating Digital Graphics:** Understanding the process entailed in following through on a client brief, and creating each element of the required digital graphic.
- **Reviewing a Digital Graphic:** Understanding how to produce an evaluation of a digital graphic and make improvements.
- **Uses of 2D and 3D Digital Characters:** Developing knowledge of where 2D and 3D digital characters are used in the media industry.

Students will also develop and apply the following skills:

- **Research:** The ability to source reliable information and interpret professional documents
- **Planning and Reviewing:** The ability to effectively plan, manage time and resources effectively, be self-critical and improve one's own work.
- **Working with Others:** The ability to correctly interpret client briefs and effectively communicate thoughts and ideas to a third party.
- **Communicating Creative Concepts:** The ability to create suitable and appropriate digital graphics and conceptual ideas.

Vocabulary

Whole-school literacy strategies, such as the Frayer model, are used in Creative iMedia lessons to enable students to develop domain-specific terminology. Students are introduced to powerful vocabulary and supported to read, write and speak like a specialist.

KS4 – Examples of Vocabulary	
Genre	Script
Target Audience	Storyboard
Risk Assessment	Layout
Documentation	Concept
Hardware	Visualisation
Application Software	Copyright
Schedule	Legislation
Work Plan	Compression
Resources	Lossy Compression
Questionnaire	Lossless Compression
Survey	Marketing
Advertising	Demographics

Homework

Quizlet homework is in line with the sequencing of the curriculum and supports students to retain key vocabulary. Our low-stakes 'Do Now' activities given at the beginning of each lesson, tests cumulative knowledge of multiple previous topics, giving students the opportunity to strengthen memory through retrieval practice. Instead of revision being perceived as something which is crammed into a few weeks, our homework programme supports spaced practice throughout each academic year. By repeatedly returning to content covered, students' student knowledge has had time to 'rest and be refreshed'. Additional homework is used to test knowledge and understanding, and identify gaps. Homework helps our students achieve mastery in Creative iMedia. Students who need extra support to achieve mastery are supported by our 10:10 programme in Creative iMedia and all have access to our daily Homework Club.

Implementation

The curriculum in Creative iMedia is sequenced coherently so that concepts and skills are developed over time. This supports students of all abilities, especially SEN students. Planning is informed by Rosenshine's Principles of Instruction and Cognitive Theory. Cross curricular links are explicitly referenced and exploited in order to deepen understanding. Homework, daily retrieval-based 'Do Now's and termly, low-stakes Knowledge Organisers quizzes strengthen memory, as do mid-term and end-of- year assessments, which are cumulative. Vocabulary is developed in Creative iMedia through the Frayer Model, and students are taught to read, write and speak 'like a Computer Graphic Designer'. Technology is employed in a variety of ways from using the online Class Notebook to setting online activities through virtual learning environments, to strengthen learning. Learning character is developed each lesson through the use of the six Learning Applications (LApps).

First Half Term						
Michael mas	Investigating digital graphics – purpose of graphics	Investigating digital graphics – target audience	Investigating digital graphics – properties of graphics	Investigating digital graphics – file formats	Investigating digital graphics – colours	Pre-production planning and skills – mood boards
Lent	Creating a digital graphic – preparing a photoshop file	Creating a digital graphic – preparing assets	Creating a digital graphic – photoshop tools and techniques	Creating a digital graphic – exporting and organising files	Pre- production planning and skills – camera shots and angles	Pre- production planning and skills – market research
Pentecost	Planning the digital character - - target audience, characteristics	Planning the digital character - - assets and resources	Planning the digital character - - Producing a work plan	Planning the digital character - - Producing a visualisation	Planning the digital character - - create and maintain a test plan	Planning the digital character – legal restrictions

Second Half Term						
Michael mas	Planning a digital graphic – interpret a client brief	Planning a digital graphic – Asset tables	Planning a digital graphic – software and hardware requirements	Planning a digital graphic – visualisation diagram	Planning a digital graphic – legislation	Pre- production planning and skills – story boards
Lent	Evaluating a digital graphic – reviewing and critiquing	Evaluating a digital graphic – summary and evaluation	Investigating digital characters – purpose of digital characters	Investigating digital characters – target audience	Investigating digital characters – software	Investigating digital characters – physical and facial characteristics
Pentecost	Creating a digital character - - obtaining assets to use	Creating a digital character – using 2D software	Creating a digital character - using 3D software	Planning pre- production documents - client brief	Planning pre- production documents - work plan	Planning pre- production documents- scripts

Impact

The Creative iMedia curriculum introduces and develops creative media skills through their practical use. Creative iMedia will equip students with a range of creative media skills and provide opportunities to develop in-context, desirable, and transferable skills such as research, planning, and review. They will learn to work with others and communicate creative concepts effectively.

Students will also develop an understanding of the entwined nature of their studies, though explicit cross- curricular links and inter-disciplinary study. Their progress in Creative iMedia is recognised through their Cambridge National Certificate in Creative iMedia, which acts as a benchmark of their mastery and provides them with the national currency needed for access to further education and employment. Students use their knowledge of cognitive theory to recognise and use the most impactful methods of revision and retrieval practice.

Creative iMedia Units:

- Unit R081 – Pre-production Skills
- Unit R082 – Creating Digital Graphics
- Unit R083 – Creating 2D and 3D digital characters
- Unit R092 – Developing Digital Games

Students will undertake a written examination for Unit R081, followed by centre assessed tasks for the following three units.

We have developed a course which is engaging and practical, with an element of mastery included, to encouraging planning, creativity and evaluation. The course will encourage students to develop their understanding and application of the core concepts in Creative iMedia. Students will explore the entire digital creative process from pre- production through to evaluation.

Students will be able to use these skills to continue their studies in Creative iMedia or to gain practical knowledge and understanding of industry-standard software and equipment.

Our curriculum goes beyond the scope required for the Cambridge National Certificate, by introducing them to advanced tools used in specialist software.