CREATIVE IMEDIA

Toynbee School

Scheme of Learning: Year 7 Computing

Topic Sequence:

1	2	3
R093 Creative iMedia in the media industry	R094 Visual identity and digital graphics	R097 Interactive digital media

Topic Overview:

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

Lesson Sequence:

Lesson 1/2 Sectors of the Media Industry: Learners will investigate the different sectors that form the media industry and how these are evolving

Lesson 3/6 Products in the Media Industry: Learners review the types of products produced by, and used in, different sectors

Lesson 7/9 Job Roles in the Media Industry: Learners will research the main responsibilities of each role in the creation of media products and that some job roles are specific to pre- production, production or post-production phases.

Lesson 10 Purpose of digital products: Learners will know the different purposes of media products and how style, content and layout are adapted to meet each purpose

Lesson 11 Client Requirements: Leaners will recognise keywords and information in client briefs and know the requirements in client briefs that inform planning

Lesson 12 Audience: Learners will research the different categories of audience segmentation and how audience characteristics influence the design and production of media products.

Lesson 13 Research Methods: Learners will learn the advantages and disadvantages of primary and secondary research and data and practice how research is carried out using different methods and/or sources

Lesson 14/15 Media Codes: Leaners will study different technical, symbolic and written codes used to convey meaning, create impact and/ or engage audiences

Lesson 16 Work planning: Learners will investigate the purpose and role of work planning and use the components of workplans.

Lesson 17 Documents to support planning: Leaners will know the purpose of each document and learn the components and conventions of each document and the importance of each document to the production of digital media.

Lesson 18 Documents for Design and plan products: Leaners will know the purpose of each document and learn the components and conventions of each document and the importance of each document to the production of digital media.

Lesson 19/22 Legal Issues: The lesson will cover the purpose of, and reasons for, each legal consideration and what is required of media producers to comply with each legal consideration

Lesson 23 Distribution Platforms: Learners will cover the characteristics of the types of platform and media used to deliver products to audiences

They will also investigate the advantages and disadvantages of types of platform and media.

Lesson 24/26 Properties and formats of files: Learners will cover DPI/PPI relates to resolution and image quality. They will also investigate the properties and limitations of uncompressed and compressed (lossy, lossless) file formats.

Sequence of Lessons:

1-2	Sectors of the media industry
3-6	Products of the Media Industry
7-9	Job Roles in the Media Industry
10	How style, content and layout are linked to the purpose
11	Client requirements and how they are defined
12	Audience demographics and segmentation
13	Research methods, sources and types of data
14/15	Media Codes
16	Work planning
17	Documents to support ideas
18	Documents for design and plan media products
19-22	Legal Issues
23	Distribution Platforms
24-26	Properties and formats of media files

Topic Resources:

Knowledge Map:	Knowledge Map R093	Any other Resources:	Access to Canva

Assessment:

Knowledge:	Assessments after lessons 9, 15, 22 & 26
Application of Knowledge:	Class Activities / Mastery Book

Supportive Reading:

Online Revision	R093 – Study iMedia
Revision Guide	Cambridge National in Creative iMedia | Cambridge National in Creative iMedia | Cambridge University Press

Topic Sequence:

1	2	3
R093 Creative iMedia in the media industry	R094 Visual identity and digital graphics	R097 Interactive digital media

Topic Overview:

Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process.

In this unit learners will learn how to develop visual identities for clients. They will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry.

Lesson Sequence:

Lessons 1/3 Purpose, elements and design of visual identity: in these lessons learners will investigate how visual identity relates to Brand. They will show how visual identity elements are influenced by business type, brand values and brand positioning so brand values are appropriate/relevant for the audience and type of market.

Lessons 4/5 Graphic Design and Conventions: Learners will discover that graphic design has layout conventions for different graphic products, and they will gain an understanding of the importance of this.

Lessons 6/7 Properties of digital graphics and use of assets: Leaners will research the limitations of bitmap/raster file formats in terms how many colours are supported, scalability (enlarging) and whether transparent backgrounds can be included. They will also explore what the limitations, rights and permissions are to use certain assets.

Lesson 8/9 Techniques to plan visual identity and digital graphics: These lessons will revisit Mood Boards and Mind Maps from R093 Learners will increase their Understanding of the value of creating a mood board that means something .Learners will be Creating mood boards with relevant content using physical materials - pictures, text, colours placed on large sheet/board or via a digital Mood Board collecting elements from online sources.

Lesson 10 Asset Sourcing and Creating: Learners will gain practical experience in sourcing appropriate images for use in a digital graphic and how to create assets for use in a digital graphic. They will revisit technical features of assets including pixel dimensions, DPI and resolution from lesson 4/5.

Lesson 11 Creating a visual identity: Learners will gain practical skills and be able to create a visual identity using graphics software, this includes being able to draw completely new images as bitmap or vector files and adding other key components of a visual identity.

Lesson 12 Compiling an Image: Learners will investigate key features of graphic products such as Rule of thirds and Margins. They will gain practical experience in compiling an image using basic techniques such as Crop and move, Text, Eraser and introduction of Layers.

Lesson 13 Basic Tools: Learners will learn how to make effective choices of assets. They will learn how to change the brightness and contrast of an image and how to add shapes and change their stroke and fill.

Lesson 14: Isolating text and Advanced Tools: This topic looks at more advanced techniques that can be used in constructing a digital image. It is interesting to contrast the graphic created in this topic to that of the first lesson.

Lesson 15 Retouching and other Tools: Learners will develop an understanding of features of graphic products such as giving objects space and highlighting key factors. Learners will also use a variety of retouching tools.

Lesson 16: Saving and Exporting: Learners will consider the file formats and resolutions that are required for different assets. Th activities gauge the level of knowledge that learners have acquired from previous lessons. The lesson will revise topics they have already covered, so they may complete the lesson relatively quickly.

Sequence of Lessons:

1-3	Purpose, elements and design of visual identity
4-5	Graphic Design and Conventions
6-7	Properties of digital graphics and use of asset
8-9	Techniques to plan visual identity and digital graphics
10	Asset Sourcing and Creating
11	Creating a visual identity
12	Compiling an Image
13	Basic Tools
14	Isolating text and advanced tools
15	Retouching and other tools
16	Saving and Exporting

Topic Resources:

Knowledge Map:	Knowledge Map R094	Any other Resources:	Access to Canva

Assessment:

Knowledge:	Assessments after lessons 3, 9, & 16
Application of Knowledge:	Class Activities / Mastery Book / Practice Assignemnt

Supportive Reading:

Online Revision	R094 – Study iMedia
Revision Guide	Cambridge National in Creative iMedia | Cambridge National in Creative iMedia | Cambridge University Press

Topic Sequence:

1	2	3
R093 Creative iMedia in the media industry	R094 Visual identity and digital graphics	R097 Interactive digital media

Topic Overview:

Interactive digital media products are found across the media industry, in games, websites and apps, learning and knowledge based systems, simulations and in commerce. At the heart of digital media products is a fusion of media rich content including text, images, sounds, video and animation. This content is combined with UX and UI design to create an immersive and engaging environment which can promote, educate, entertain, inform or influence.

In this unit pupils will learn to design and create interactive digital media products for chosen platforms. They 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 the basic skills for further study or a range of creative and technical job roles within the media industry.

Lesson Sequence:

Lesson 1 Format types of interactive digital media: This lesson covers the different formats interactive digital media takes and how those formats link to the purpose of interactive digital media products.

Lesson 2 Content used in interactive digital media: Learners will investigate how each type of content is used in interactive digital media products and how the form and structure of interactive digital media products is affected by the audience and purpose.

Lesson 3 Features of GUI design: Learners will find out what makes an effective GUI and how differences between types of interface and interaction styles is advantageous to users.

Lesson 4 Hardware to create interactive digital media: This lesson covers how different hardware is used to create interactive digital media products and how different software applications and their tools are used to create interactive digital media.

Lesson 5 Pre-Production for interface planning: Learners will create designs which include all aspects of interactive digital media and use suitable pre-production documents when planning the content of interactive digital media products.

Lesson 6 Techniques for sourcing suitable assets: Learners will be revising how to use search tools to source assets which are suitable for use within interactive digital media and where to locate and use libraries and stock media, when identifying and selecting pre-made digital media content.

Lesson 7 Moving image assets: This lesson will cover importing video footage to create assets and using software tools and techniques to repurpose video assets.

Lesson 8 Product Folder Management: This lesson revisits the structuring product folders within creation software and using naming conventions to facilitate file management within product creation software.

Lesson 9 Techniques to test/check tech properties: Learners will revise the structure, content and use of test plans, checklist and success criteria.

Lesson 10: Constraints which limit effectiveness: Learners will cover how the quality of created interactive digital media products are constrained by time, resources, hardware, software, budget, legislation, skills and suggest feasible improvements to created interactive digital media products in terms of client requirements and target audience engagement.

Sequence of Lessons:

1	Format types of interactive digital media
2	Content used in interactive digital media
3	Features of GUI design
4	Hardware to create interactive digital media
5	Pre-Production for interface planning
6	Techniques for sourcing suitable assets
7	Moving image assets
8	Product Folder Management
9	Techniques to test/check tech properties
10	Constraints which limit effectiveness

Topic Resources:

Knowledge Map:	Knowledge Map R097	Any other Resources:	Access to Canva

Assessment:

Knowledge:	Assessments after lesson 10
Application of Knowledge:	Class Activities / Mastery Book / Practice Assignments A & B

Supportive Reading:

Online Revision	R097 – Study iMedia
Revision Guide	Cambridge National in Creative iMedia | Cambridge National in Creative iMedia | Cambridge University Press