

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:

In 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: Learners 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: Learners 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: Learners 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: Learners 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
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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