



<b>Overview</b>	<p>Creative iMedia is a qualification where students learn in a practical real-life situation, such as: developing visual identities for clients, planning, and creating original digital graphics, planning, creating, and reviewing original digital media products. Creative iMedia equips our students with skills that can be used in other life and work situations, such as: thinking about situations and deciding what is required to be successful, exploring different options and choosing the best way forward to solve a problem, exploring and generating original ideas to find imaginative solutions to problems, selecting the best tools and techniques to use to solve a problem, understand the appropriate use of media to convey meaning, use of planning techniques to complete tasks in an organised way which meet deadlines.</p>
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<b>Autumn Term</b>	<p><b>R094 – Visual Identity and digital graphics</b></p> <ul style="list-style-type: none"> <li>■ What is visual identity?</li> <li>■ Understand how logos, shapes, typography, colour theory and composition are key components of visual identity.</li> <li>■ Learn how to develop visual identities for clients.</li> <li>■ Learn how to apply concepts of graphic design to create original digital graphics for an intended audience.</li> <li>■ Introducing students to the jobs available in the media industry.</li> </ul>	<b>Assessment</b>
		<p><b>R094 – Visual Identity and digital graphics - (Sample Assessment- skills building</b></p> <ul style="list-style-type: none"> <li>■ Mini tests covering short term recall.</li> <li>■ Synoptic tests covering multiple units and longer-term recall.</li> <li>■ <b>Digital Platforms:</b> Seneca, e-revision, and Quizlet</li> </ul>

<b>Spring Term</b>	<p><b>R094 (25%) - Visual Identity and digital graphics – Controlled Assessment</b></p> <ul style="list-style-type: none"> <li>■ Students provided with a scenario, completing following tasks:</li> <li>■ Plan a visual Identity.</li> <li>■ Justification for visual identify planned.</li> <li>■ Create visual identity to relation to scenario provided.</li> <li>■ Evaluated and make improvements to visual identity.</li> </ul>	<b>Assessment</b>
		<ul style="list-style-type: none"> <li>■ On-going controlled assessment</li> <li>■ Using the skills built during the skills building portfolio.</li> </ul>

<b>Summer Term</b>	<p><b>R093 - (40%) - Creative Media in the Media industry</b></p> <ul style="list-style-type: none"> <li>■ What is new and traditional media sectors.</li> <li>■ What are different media sectors and job roles.</li> <li>■ Consider the legal and ethical issues considered and the processes used to plan and create digital media products.</li> <li>■ How media codes are used within the creation of media products to convey meaning, create impact, and engage audiences.</li> <li>■ Learn to choose the most appropriate format and properties for different media products.</li> </ul>	<b>Assessment</b>
		<ul style="list-style-type: none"> <li>■ Mini tests covering short term recall.</li> <li>■ <b>Digital Platforms:</b> Seneca, e-revision, and Quizlet</li> </ul> <p><b>End of Year Exams</b></p> <ul style="list-style-type: none"> <li>■ R093: 1h30mins, 40% of end of year grade.</li> </ul>

<b>Useful Resources for Supporting Your Child at Home:</b>	<b>Homework:</b>
<p><a href="#">Seneca</a>-Interactive revision  <b>e-revision</b> Online practice exam questions bank  <a href="#">bbc Bitesize</a>- Free online revision and assessments  <a href="#">Quizlet</a>- Online exam question bank &amp; flashcards                      Textbook-CGP Creative iMedia Revision Guide &amp; Workbook</p>	<p>Digital Platforms: <a href="#">Seneca</a>, e-revision</p>