

Computing Year 10

Understanding the Media industry

In preparing students about the sectors, products and job roles that form the media industry will enable them to contextualise the depth and breadth of opportunities that can and do exist.

In part this will involve learning legal and ethical issues considered and the processes used to plan and create digital media products and how media codes are used within the creation of media products to convey meaning, create impact and engage audiences.

This also allows students to understand the appropriate format and properties for different media products. Much of this is not only demonstrating through the key Performance Objective 1 Recall knowledge and show understanding assessed through R093 but supported through the practical approach of R094 and R096.

Curriculum overview:

	Autumn term:		Spring:		Summer:	
Half term 1	R094: Techniques to plan visual identity and digital graphics R094: Tools and techniques to create visual identity and digital graphics R094: Technical skills to source, create and prepare assets for use within digital graphics		R093: Media industry sectors and products R093: How style, content and layout are linked to the purpose. Client requirements and how they are defined (TA2) R093: Audience demographics and segmentation R093: Media codes used to convey meaning, create impact and/or engage audiences		R094: NEA Assessment (Working on and submit ¹ for moderation) R096 (or alternative optional unit): Introduction (with R093 key content embedded)	
	Important vocabulary		Important vocabulary:		Important vocabulary:	
	Typography Slogan Assets properties	Legislation Plagiarism	Audience demographics Segmentation	Quantitative information Qualitive information	Animation Audio	Primary Genre Constraints
Half term 2	R094: Techniques to save and export visual identity and digital graphics (with integrated R093 distribution considerations and file formats)		R093: Work planning and documents used to support ideas generation R093: Documents used to design/plan media products		R096: Features and conventions of animation and audio R096: Creativity in animation and audio	

	R094: NEA Assessment (working on)				R096: Resources required to create animation with audio	
	Important vocabulary:		Important vocabulary:		Important vocabulary:	

Key staff contacts:

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What are our curriculum aims for your child in year 10?

- As this course is made up of three units one of which is optional selected from five, for the purposes of the curriculum planner R096 Animation with audio has been used. The planning suggestions for each can be applied to any of the optional units as they all have the same number of GLHs.
- Allow students to develop skills, attempt mock versions of the non-exam assessments before submitting OCR-set assignments and also integrate exam content throughout the course,

How can I help my child be successful in iMedia?

- One of the key ways in which you can help your child's development and understanding of the Media Industry is to encourage them to investigate and see how organisations use media products to meet a given need and audience.
- In addition, encouraging your child to research a variety of graphics allows them to see the variety and use of digital graphics and how the use of appropriate elements can be used to create visual identity suitable for different target audiences/ consumers.

How will you assess my child's progress?

R094 Visual identity and digital graphics (Mandatory Unit 60% of the course)

In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. Topics include:

- Develop visual identity
- Plan digital graphics for products
- Create visual identity and digital graphics.

R093 Creative iMedia in the media industry (40% of the course)

In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences.

Topics include:

- The media industry
- Factors influencing product design
- Pre-production planning
- Distribution considerations.

Examination 1 hour 30 minutes

R096 Animation and audio

In this unit you will learn how to plan, create and review animation with an audio soundtrack.

Topics include:

- Plan animation with audio
- Create animation with audio
- Review animation with audio.

R097 Interactive digital media

In this unit you will learn how to plan, create and review interactive digital media products.

Topics include:

- Plan interactive digital media
- Create interactive digital media
- Review interactive digital media.