Computing Year 11

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	**RO87** Uses of interactive multimedia products. Uses of and elements of Interactive Multimedia Products, Uses of and elements of Interactive Multimedia Products Hardware, software and peripherals required to create interactive multimedia product Limitations affecting access to interactive multimedia products. File formats for different platforms. Interpreting client and audience requirements. Developing work plans.	RO81 Identify the different health and safety considerations. Apply health and safety considerations to the creation of different digital media products. Understand what copyright, trademarks and intellectual property legislation is. Understand what data protection, privacy, defamation are. Apply legislation to explain how it would affect creative media production. Describe file format and the properties and limitations, for still images, audio and moving image (video and animation). Identify and practice suitable naming conventions and why they are useful. Describe the file formats to be used for pre-production documents and final products in line with client requirements from a brief.	

	Planning the structure of interactive multimedia products Designing the content of interactive multimedia products. Legislation that covers interactive multimedia products. Sourcing, creating, re-purposing and storing assets. Creating a navigation system for an interactive multimedia product. Saving and exporting interactive multimedia products				
	Important vocabulary		**Important vocabulary:**		**Important vocabulary:**
	Multimedia interactive Navigation methods Client Target Audience Properties GUI	Exporting Re-purposing	Audience demographics Segmentation	Quantitative information Qualitive information	Animation Audio	Primary Genre Constraints
Half term 2	**R081**: Know the structure and content of exam Understand the need for context-based responses. Describe the purpose of a mood board Explain the different uses of a mood board. Describe the purpose of a mind map Explain the different uses of a mind map. Identify the content of mood boards Identify the content of mind maps Use content to create a mood board Use content to create a mind map. Describe the purpose of a storyboard Explain the different uses of a storyboard. Identify the content of storyboards				

	Describe the purpose of a visualisation diagrams and its different uses.		
	Describe the purpose of a script and their different uses.		
	Understand the importance of identifying target audience Identify how audiences can be categorized.		
	Identify timescales based on client brief and target audience requirements.		
	Learn how to conduct research using primary sources.		
	Describe secondary source research.		
	Understand the different elements of a work plan and production schedule.		
	Use the elements of a work plan to produce own work plan for a client brief.		
	Know what hardware, techniques and software could be used for digitising paper-based documents.		
	Know what hardware, techniques and software could be used for creating electronic pre-production documents		

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.