KS4 OCR Creative iMedia Year 11

Learning Intentions Half Term 3   2024-2025

	LESSON 1	LESSON 2	LESSON 3
WEEK 16 wc 6th January	**R093 Creative iMedia in the media industry** Students will be able to understand what is meant by the media.	**R097 Interactive digital media** Students will be able to produce a client brief identifying target audience and content for their IDMP.	Students will be able to produce pre-production planning – mind map and mood board.
WEEK 17 wc 13th January	**R093 Creative iMedia in the media industry** Students will be able to understand the different sectors that form the media industry and how these are evolving.	**R097 Interactive digital media** Students will be able to produce pre-production planning – page plans showing layout, content and functionality.	Students will be able to produce pre-production planning – site map and video storyboard.
WEEK 18 wc 20th January	**R093 Creative iMedia in the media industry** Students will be able to understand the types of products produced by and used in different sectors.	**R097 Interactive digital media** Students will be able to source, create and repurpose the media assets which will form components for their IDMP.	Students will be able to create the interactive and navigational components for use within their IDMP.
WEEK 19 wc 27th January	**R093 Creative iMedia in the media industry** Students will be able to understand that the same product can be used by different sectors.	**R097 Interactive digital media** Students will use a suitable software to create the IDMP they planned – structure.	Students will use a suitable software to create the IDMP they planned – master page and house style.
WEEK 20 wc 3rd February	**R093 Creative iMedia in the media industry** Students will be able to understand the main job roles in the media industry and understand how each role contributes to the creation of media products.	**R097 Interactive digital media** Students will use a suitable software to create the IDMP they planned – assets – images.	Students will use a suitable software to create the IDMP they planned – assets – video and audio editing.
WEEK 21 wc 10th February	**R093 Creative iMedia in the media industry** Students will be able to understand the main responsibilities of each role and understand the production phases each role is specific to.	**R097 Interactive digital media** Students will be able to choose a suitable electronic format and properties for their IDMP to meet the client requirements.	Students will be able to review the effectiveness of the assets used in their IDMP for the client and target audience.