

KS4 OCR Creative iMedia Year 10

Learning Intentions Spring Term 2

2024-2025

| | LESSON 1 | LESSON 2 | LESSON 3 |
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| WEEK 22 wc 24 th February | R093 Creative iMedia in the media industry Students will be able to understand client requirements and how they are defined. | R094: Visual identity and digital graphics. Students will be able to use a variety of sources to find assets and be able to understand rights and permission of assets and record assets in an asset log. | |
| WEEK 23 wc 3 rd March | R094: Visual identity and digital graphics. From their learning students will be able to start using image editing software to create digital graphics. | From their learning students will be able to create a visual identity from planning documents. | From their learning students will be able to save a visual identity in a suitable format and be able to source suitable images from a variety of locations. |
| WEEK 24 wc 10 th March | R093 Creative iMedia in the media industry Students will be able to understand audience demographics and segmentation. | R094: Visual identity and digital graphics. From their learning students will be able to create derivative assets. | |
| WEEK 25 wc 17 th March | R094: Visual identity and digital graphics. From their learning students will be able to create assets using drawing facilities. | From their learning students will be able to use image editing software to create a digital graphic. | Continued - From their learning students will be able to use image editing software to create a digital graphic. |
| WEEK 26 wc 24 th March | R093 Creative iMedia in the media industry Students will be able to understand research methods, sources, and types of data. | From their learning students will be able to repurpose a completed graphic for a different purpose and be able to export a graphic in a suitable format to meet the client requirements. | |
| WEEK 27 wc 31 st March | R093 Creative iMedia in the media industry Students will be able to understand the media codes used to convey meaning, create impact and/or engage audiences. | R093 Creative iMedia in the media industry Students will be able to identify the purpose of work planning. | Students will be able to describe the advantages of workplans. |