KS4 OCR Creative iMedia Year 11

Learning Intentions Spring Term 2   2024-2025

	LESSON 1	LESSON 2	LESSON 3
WEEK 22 wc 24th February	**R093 Creative iMedia in the media industry** Students will be able to understand factors influencing product design and how style, content and layout are linked to purpose.	**R097 Interactive digital media – Local heroes IDMP** 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 23 wc 3rd March	**R093 Creative iMedia in the media industry** Students will be able to understand client requirements and how they are defined.	**R097 Interactive digital media - Local heroes IDMP** 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 24 wc 10th March	**R093 Creative iMedia in the media industry** Students will be able to understand audience demographics and segmentation.	**R097 Interactive digital media – Local heroes IDMP** 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 25 wc 17th March	**R093 Creative iMedia in the media industry** Students will be able to understand research methods, sources, and types of data.	**R097 Interactive digital media – Local heroes IDMP** 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.
WEEK 26 wc 24th 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.	**R097 Interactive digital media – Local heroes IDMP** Students will be able to test/check and explain to what extent the technical properties of their repurposed assets are fit for purpose.	Students will be able to evaluate the technical properties of their IDMP by testing its functionality.
WEEK 27 wc 31st March	**R093 Creative iMedia in the media industry** Students will be able to identify the purpose of work planning.	**R097 Interactive digital media – Local heroes IDMP** Students will be able to review the effectiveness of their IDMP for the client and target audience. Students will be able to explain how they could improve the assets used in their IDMP.	Students will continue to explain how they could improve their IDMP. Students will be able to explain how their IDMP could be developed further.