

Subject Overview Creative iMedia – Year 11

In Year 11, the course shifts towards deeper industry understanding and exam preparation. Students prepare for the externally assessed Creative iMedia in the Media Industry unit, exploring media job roles, production factors, and distribution. They refine their analytical and evaluative skills, critiquing media products against professional standards. This year consolidates practical work while prioritizing revision for the final written examination.

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Knowledge & Skills	Unit R097: Interactive Digital Media (NEA) (8 Lessons) Unit R093: Creative iMedia in the media industry (Exam Unit) (8 Lessons) CM1 Media Sectors in the Media Industry CM2 - Media Codes CM3 - Media Codes CM4 - Media Codes	Unit R097: Interactive Digital Media (NEA) (8 Lessons) Unit R093: Creative iMedia in the media industry (Exam Unit) (8 Lessons) CM8 - Primary Research	Unit R097: Interactive Digital Media (NEA) (6 Lessons) Unit R093: Creative iMedia in the media industry (Exam Unit) (6 Lessons) CM9 - Secondary Research CM10 - Work Plans CM17 - Regulation, Classification and Certification	Unit R097: Interactive Digital Media (NEA) (6 Lessons) Unit R093: Creative iMedia in the media industry (Exam Unit) (6 Lessons) Very brief synopsis of disciplinary knowledge and skills. CM21 - Audio Files CM22 - Moving Image Files	Unit R097: Interactive Digital Media (NEA) (Submission & Moderation) Unit R093: Creative iMedia in the media industry (Exam Unit - Revision)	
	Assessment 1 • Audience Segmentation • Pre-Production Planning • Client Requirements • Legislation for Assets • Legislation for individuals • Media Codes	Assessment 2 • Audience Segmentation • Pre-Production Planning • Client Requirements • Legislation for Assets • Legislation for individuals • Media Codes • Media Sectors	Assessment 3 • Audience Segmentation • Pre-Production Planning • Client Requirements • Legislation for Assets • Legislation for individuals • Media Codes • Media Sectors • Primary & Secondary research • Work Plans • Regulations	See next page for “Beyond The Curriculum”		

Beyond The Curriculum	Places to visit Castlefield Gallery (Manchester) Websites to explore Adobe's Official Channels: Canva Design School (www.canva.com/design-school/) Wider reading / periodicals "HTML and CSS: Design and Build Websites" by Jon Duckett:	Places to visit MediaCityUK (Salford, Greater Manchester) Websites to explore GIMP & Inkscape Official Sites Wider reading / periodicals "The Design of Everyday Things" by Don Norman	Places to visit Modal Gallery (Manchester Metropolitan University, Manchester) Websites to explore W3Schools (www.w3schools.com) Wider reading / periodicals "Laws of UX" by Jon Yablonski	Places to visit Impressions Gallery (Bradford, West Yorkshire): Websites to explore MDN Web Docs (developer.mozilla.org/en-US/docs/Web) Wider reading / periodicals "Media Law" or "Copyright Law" textbooks (UK focus)	Places to visit The Whitworth (Manchester): Websites to explore Vectr (vectr.com/learn/) Wider reading / periodicals "Trust Me, I'm Lying: Confessions of a Media Manipulator" by Ryan Holiday:	
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