

Subject Overview Creative iMedia – Year 10

Year 10 focuses on building fundamental digital media skills. Students typically tackle practical units like Visual Identity and Digital Graphics, learning to design logos and other digital artwork, and Interactive Digital Media, where they create basic interactive products such as websites. This year emphasizes understanding client briefs, using planning tools like mood boards and storyboards, and grasping initial legal and ethical considerations, establishing a solid practical foundation.

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Knowledge & Skills	Unit R093: Creative iMedia in the media industry (Exam Unit) (8 Lessons) CM1 - Media Products in the Media Industry CM5 - Purpose of Products in the Media Industry CM7 - Client Requirements CM6 - Audience Segmentation CM 11 - Idea Generation Assessment 1 • Purpose of products • Audience Segmentation • Client Requirements	Unit R093: Creative iMedia in the media industry (Exam Unit) (8 Lessons) CM12 - Pre-Production Planning CM13 - Pre-Production Planning	Unit R094: Visual identity and digital graphics (NEA) (6 Lessons) Unit R093: Creative iMedia in the media industry (Exam Unit) (6 Lessons) CM14- Pre-Production Planning Assessment 2 • Audience Segmentation • Pre-Production Planning • Client Requirements	Unit R094: Visual identity and digital graphics (NEA) (6 Lessons) Unit R093: Creative iMedia in the media industry (Exam Unit) (6 Lessons) CM15 - Legislation for Individuals CM16- Legislation for Assets	Unit R094: Visual identity and digital graphics (NEA) (Submission & Moderation) Unit R093: Creative iMedia in the media industry (Exam Unit) (6 Lessons) CM20 - Static Image Files Assessment 3 • Audience Segmentation • Pre-Production Planning • Client Requirements • Legislation for Assets • Legislation for individuals	Unit R097: Interactive Digital Media (NEA) (7 Lessons) Theory/Context of IDMP - House Style (Colours, Font, Graphics) - Sounds - - User Interaction (Buttons, Videos) - Accessibility (Colourblind Settings, Text-to-Speech, Large Font/Magnifier) - Content Interpretation of the Brief: - House Style - Sounds - Interactivity - Accessibility Target Audience Identification: - Age - Gender - Location - Income - Lifestyle - Education
	See next page for “Beyond The Curriculum”					

Beyond The Curriculum	Places to visit National Science and Media Museum (Bradford, West Yorkshire) Websites to explore Behance www.behance.net Wider reading / periodicals "The Non-Designer's Design Book" by Robin Williams:	Places to visit Bradford Industrial Museum (Bradford, West Yorkshire): Websites to explore Canva Design School (www.canva.com/design-school/) : www.dribbble.com Wider reading / periodicals "Thinking with Type" by Ellen Lupton:	Places to visit Hatton Gallery (Newcastle University, Newcastle upon Tyne) Websites to explore Pinterest www.pinterest.com : Wider reading / periodicals "Grid Systems in Graphic Design" by Josef Müller-Brockmann	Places to visit Northern Gallery for Contemporary Art (Sunderland) Websites to explore awwwards www.awwwards.com : Wider reading / periodicals "Interaction of Color" by Josef Albers:	Places to visit Cartwright Hall Art Gallery (Bradford, West Yorkshire): Websites to explore Creative Bloq www.creativebloq.com : The Design Blog www.thedesignblog.org Wider reading / periodicals "Designing Brand Identity: An Essential Guide for the Whole Branding Team" by Alina Wheeler	Places to visit Manchester Art Gallery (Manchester): Websites to explore YouTube: Search for specific tasks (e.g., "Photoshop masking tutorial," "Premiere Pro basic editing," "HTML CSS tutorial for beginners"). Look for channels from reputable creators or official software channels. Wider reading / periodicals "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug