

St Cuthbert Mayne School Curriculum Map 2023-2024



Year 10

Department: COMPUTING

Key Stage 4 Curriculum Summary

Exam Board: OCR

Course title: Cambridge Nationals in Creative iMedia

The course is composed of three units over two years, 60% coursework and 40% exam. There are two mandatory units, R093-Creative iMedia in the media industry, external exam and R094 – Visual identity and Digital graphics, internally assessed coursework. We also complete R097- Interactive digital media, internally assessed coursework.

The Cambridge Nationals in Creative iMedia will equip students with a range of creative media skills and provide opportunities to develop transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively.

Autumn Term 1 & 2
Spring Term 1

Topic/Unit	R093 - Creative iMedia in the media industry
Knowledge (Content covered)	The media industry is vast, covering both traditional and new media sectors and providing work for individual freelance creatives as well as large teams in design houses and multinational companies. Job roles frequently overlap multiple sectors, and products often need to be suitable for more than one kind of output. However, there are common aspects to all media products. Pre-production and planning are vital; saving clients time and money and enabling creatives and designers to charge appropriately for their services. Products also make use of similar media codes to convey meaning, create impact and engage audiences. In this unit you will learn about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products. You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. You will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry.
Skills	Problem Solving - within the NEA units students will learn about the tools and techniques used to create digital media products. This will include techniques to record ideas, plan solutions and review outcomes to check if the requirements of clients and audiences/consumers are met. Analytical Skills – students will learn how to analyse scenarios and work out who clients, audiences/consumers are and what they require from digital media products. They will also learn written analysis skills through the review of pre production documents and the digital media products created. Digital Presentation – throughout the Creative iMedia qualification students will learn to identify and make use of the tools and techniques appropriate to the digital media product they are planning and creating. This will include the selection of appropriate media (text, images, audio or video) to convey meaning, create impact and/or engage audiences. Planning – students will learn planning techniques within the EA unit relevant to the media industry but also applicable much more generally. Creative Thinking - within each NEA unit students will learn about the different forms of creativity and how creativity is integral to producing effective digital media products. This will involve them exploring and generating ideas, making connections to find imaginative solutions and outcomes that add value.
Assessment	This unit is assessed by an exam at the end of Year 11. The exam is 1 hour and 30 minutes. It has two sections – Section A and Section B. Section A has 10 marks, Section B has 60 marks, the exam has 70 marks in total. This will be conducted under examination conditions. There are four learning objectives: TA1 The media industry, TA2 Factors influencing product design, TA3 Pre-production planning, TA4 Distribution considerations.
Gatsby 4 (Linking curriculum learning to careers)	video game design, social media marketing, graphic designer, production assistant, video editor, web application developer, web analytics specialists, and even photography

Spring Term 2
Summer Term 1 & 2

Topic/Unit	R094 - Visual identity and digital graphics
Knowledge (Content covered)	Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process. In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry.
Skills	Problem Solving - within the NEA units students will learn about the tools and techniques used to create digital media products. This will include techniques to record ideas, plan solutions and review outcomes to check if the requirements of clients and audiences/consumers are met. Analytical Skills – students will learn how to analyse scenarios and work out who clients, audiences/consumers are and what they require from digital media products. They will also learn written analysis skills through the review of pre production documents and the digital media products created. Digital Presentation – throughout the Creative iMedia qualification students will learn to identify and make use of the tools and techniques appropriate to the digital media product they are planning and creating. This will include the selection of appropriate media (text, images, audio or video) to convey meaning, create impact and/or engage audiences. Planning – students will learn planning techniques within the EA unit relevant to the media industry but also applicable much more generally. Creative Thinking - within each NEA unit students will learn about the different forms of creativity and how creativity is integral to producing effective digital media products. This will involve them exploring and generating ideas, making connections to find imaginative solutions and outcomes that add value.
Assessment	Coursework, centre assessed. The work needs to be produced as a portfolio (25%). There are three topic areas: TA1 Visual Identity, TA2 Plan digital graphics for product, TA3 Create visual identity and digital graphics.
Gatsby 4 (Linking curriculum learning to careers)	video game design, social media marketing, graphic designer, production assistant, video editor, web application developer, web analytics specialists, and even photography