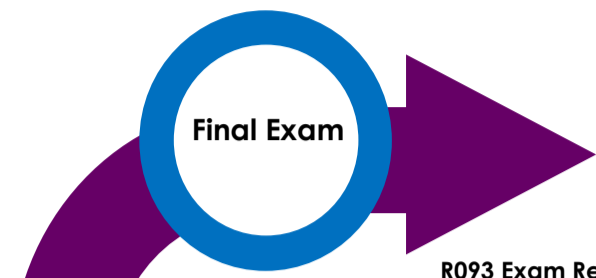


Creative iMedia: Curriculum Mapping

Unit R093: Media Products and Audiences

Unit R094 Pre-Production and Planning

Unit R096 Create Production Materials

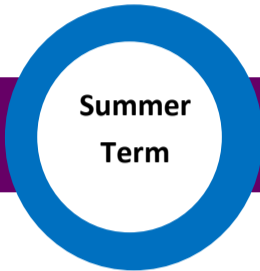


R093 Exam Revision and Preparation: Students use advanced revision techniques such as "walking talking Mock" and past paper generators to prepare themselves for the Summer Exam Paper

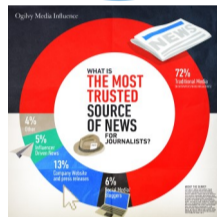
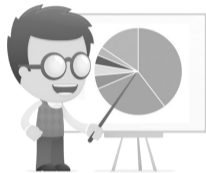


R093 Exam Revision and Preparation:

Students work through mini scenarios and short activities in learning topic areas such as The Media Industry, Factors influencing product design, Pro-production planning, Distribution platforms,



R096 Animation: In this unit students learn how tools and techniques are used to create, edit, and combine audio and animated visual content.

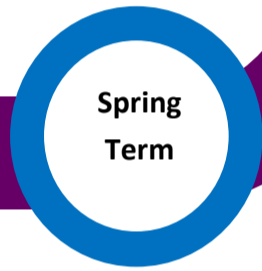


R096 Controlled Assessment:

Students complete independently an assignment that will have a scenario or client brief that will define the work they need to plan, create and review an animation with audio product.

TOPIC AREAS ARE:

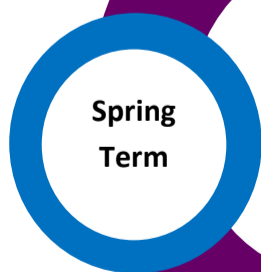
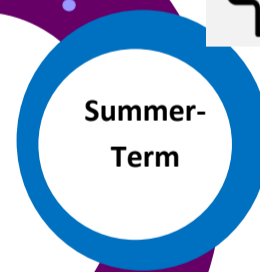
- Plan Animation with audio [TA1]
- Create Animation with audio [TA2]
- Review animation with audio [TA3]



R096 Animation: Students develop knowledge and understanding of different types of animation. Students learn the latest news in animation features and techniques. Along with some practical's before heading off to Summer Work Placements.



Unit R094 Controlled Assessment: A set assignment by OCR to be completed independently by the student. The student will have a scenario or client brief that defines what you will need to create. You evidence will then be marked by your teacher using the OCR marking criteria, which will then be externally checked by OCR to confirm your achievement..



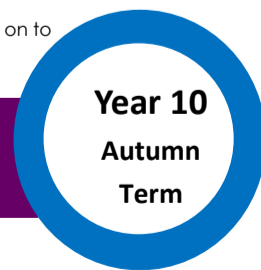
Practical

Be able to evaluate research data used by Media institutions. Revision Unit 1 in May/ June



Unit R094: Visual Identity and Digital Graphics: There are two parts to this unit. The first is an exploration of the visual identity and how this contributes to an overall brand identity for an organisation. You will learn key features and elements before designing a new visual identity as part of an assignment.

The second part of this unit begins with graphic design conventions and these are applied to different product requirements. You will then move on to an assignment brief, which will include the visual identity that you have designed.



Approaches: Learners will be taught critical analysis skills and product deconstruction what makes a brand recognisable and helps sells a product or idea to a target audience. This typically combines logos, shapes, typography, colour theory, and composition in their learning.



Develop visual identity [TA1] Plan digital graphics for products [TA2] Create visual identity and digital graphics [TA3]

