

# UNIT OVERVIEW & LEARNING JOURNEY

## YEAR 11 – Creative iMedia: TERM 2 & 3

### R093 – CREATIVE IMEDIA IN THE MEDIA INDUSTRY



**PRIOR LEARNING** (from Key Stage 3) :

	TERM 1	TERM 2	TERM 3
YEAR 7	<b>MY DIGITAL WORLD</b> Be SMART online and using ICT Software Mastery: Microsoft Suite	<b>AUDIENCE AND PURPOSE</b> Create products that have impact Software Mastery: PowerPoint	<b>UNDERSTANDING COMPUTERS</b>
YEAR 8	<b>DIGITAL MEDIA</b> Being creative in a digital world Software Mastery: Photoshop	<b>CYBER SECURITY</b> Living in the modern world Software Mastery: PowerPoint	<b>PYTHON BASICS</b> Begin to programme Software Mastery: Python
YEAR 9	<b>CREATIVE DESIGN</b> Creative iMedia taster Software Mastery: Photoshop	<b>ADVANCED PYTHON</b> Computer Science taster Software Mastery: Python	<b>CREATE A VIDEO</b> Research developing technology Software Mastery: Premier Elements

#### Aim of this unit:

This is a mandatory unit and will prepare the students with the theory needed for all other units and final examination in Year 11.

#### Assessment Procedures:

This is an examined unit, which the students will sit in Year 11. This unit is worth 40% of the overall course. Grading for the course is:

- Pass - equivalent to grade 4 at GCSE
- Merit - equivalent to grade 5.5 at GCSE
- Distinction - equivalent to grade 7 at GCSE

In this unit students will learn about the sectors, products and job roles that form the media industry. They will learn the legal and ethical issues considered and the processes used to plan and create digital media products. They will learn how media codes are used within the creation of media products to convey meaning, create impact, and engage audiences. They will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide them with the basic skills for further study or a range of creative job roles within the media industry.

#### Homework:

Homework will be set at least once a week. Details of individual homework can be found on Synergy.

#### How can you help?

Encourage your child to review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

J834: Level 2			My Target Grade:			L2P   L2M   L2D   L2D*		
R097 (/70:35%)	Mark	Grade	R094 (/50:25%)	Mark	Grade	R093 (/80:40%)	UMS	Grade
Full Course			Total			Need on exam		

J837		Max marks	Qualification Grade								
			Distinction * at Level 2	Distinction at Level 2	Merit at Level 2	Pass at Level 2	Distinction at Level 1	Merit at Level 1	Pass at Level 1	Ungraded	
FULL COURSE		200	180	160	140	120	100	80	60	0	
GCSE EQUIVALENT GRADES			8.5	7	5.5	4	3	2	1.25	0	
UMS		Unit GLH	Max marks	Unit Grade							
				Distinction * at Level 2	Distinction at Level 2	Merit at Level 2	Pass at Level 2	Distinction at Level 1	Merit at Level 1	Pass at Level 1	Ungraded
COURSEWORK [R068 & R069]		36 (60%)	60	54	48	42	36	30	24	18	0
EXAM (out of 70) [R067]		48 (40%)	80	72	64	56	48	40	32	24	0



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# UNIT R093: Creative iMedia in the media industry

This unit will contribute to 40% of your final mark when you sit the exam in May.

## Topic Area 1: The media industry

### 1.1 Media industry sectors and products

**Traditional media:** Film | Television | Radio | Print publishing  
**New media:** Computer games | Interactive media | Internet | Digital publishing

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**Products in the media industry:** Video | Audio | Music | Animation | Special effects (SFX, VFX) | Digital imaging and graphics | Social media platforms / apps | Digital games | Comics and graphic | Novels | Websites | Multimedia | eBooks | AR/VR

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### 1.2 Job roles in the media industry

**Creative:** Animator | Content creator | Copy writer | Graphic designer | Illustrator/graphic artist | Photographer | Script writer | Web designer  
**Technical:** Camera operator | Games programmer/developer | Sound editor | Audio technician | Video editor | Web developer  
**Senior roles:** Campaign manager | Creative director | Director | Editor | Production manager

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## Topic Area 2: Factors influencing product design

### 2.1 How style, content and layout are linked to the purpose

**Purpose:** Advertise/promote | Educate | Entertain | Inform | Influence  
**Style, content, and layout:** Colour | Conventions of genre | Formal/informal language | Positioning of elements | Style of audio representation | Style of visual representation | Tone of language

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### 2.2 Client requirements and how they are defined

**Client requirements:** Type of product | Purpose | Audience | Client ethos | Content | Genre | Style | Theme | Timescales  
**Client brief formats:** Commission | Formal | Informal | Meeting/discussion | Negotiated | Written

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### 2.3 Audience demographics and segmentation

**Categories of audience segmentation:** Age | Gender | Occupation | Income | Education | Location | Interests | Lifestyle

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### 2.4 Research methods, sources and types of data

**Primary research methods:** Focus groups | Interviews | Online surveys | Questionnaires  
**Secondary research sources:** Books and journals | Internet sites/research | Magazines and newspapers | Television  
**Research data:** Qualitative information | Quantitative information

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### 2.5 Media codes used to convey meaning, create impact and/or engage audiences

**Media codes:** Technical | Symbolic | Written

DATE:		
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**Ways that meaning, impact and/or engagement are created using:** Animations | Audio [Dialogue; Music genre; Silence; Sound effects; Vocal intonation] | Camera techniques [Angles; Shots; Movements] | Colour | Graphics | Interactivity | Lighting [Intensity / Levels; Position] | Mise-en-scene | Movement of contents | Transitions | Typography [Emphasis; Font size; Font types]

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## Topic Area 3: Pre-production planning

### 3.1 Work planning

**Components of workplans:** Phases [Pre-production; Production; Post-production] | Tasks | Activities | Workflow | Timescales | Milestones | Contingencies | Resources [Hardware; People; Software]

DATE:		
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### 3.2 Documents used to support ideas generation

**Mind map:** Digital | Hand drawn

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**Mood board:** Digital | Physical

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### 3.3 Documents used to design and plan media products

**Script**

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**Storyboard**

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**Visualisation diagram | Asset logs**

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**Wireframe layout | Flow charts**

DATE:		
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### 3.4 The legal issues that affect media

**3.4.1 Legal considerations to protect individuals:** Privacy and permissions | Defamation [Libel; Slander] | Data protection

**3.4.3 Regulation, certification, and classification:**

Organisations responsible for regulation [ASA (Advertising Standards Authority); Ofcom (The Office of Communications)] | Classification systems and certifications [BBFC (British Board of Film Classification) certifications; PEGI (Pan European Game Information) certifications]

DATE:		
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**3.4.2 Intellectual property rights:** Protecting intellectual property (IP) [Copyright; Ideas; Patents; Trademarks] | Using copyrighted materials [creative common licence(s); Fair dealing; Permissions, fees and licences; Watermarks and symbols]

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**3.4.4 Health and safety:** Health and safety risks and hazards in all phases of production | Actions to mitigate health and safety risks and hazards | Risks assessments | Location reces

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## Topic Area 4: Distribution considerations

### 4.1 Distribution platforms and media to reach audiences

**Online:** Apps | Multimedia | Web

**Physical platforms:** Computer | Interactive tv | Kiosks | Mobile devices

**Physical media:** CD/DVD | Memory stick | Paper based

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### 4.2 Properties and formats of media files

**4.2.1 Image Files:** The properties of digital static image files [DPI/PPI resolution; Pixel dimension] | Static image file formats [Raster/ bitmap; Vector; Uncompressed; Compressed]

**4.2.2 Audio Files:** The properties of digital audio files [Bit depth' Sample rate] | Audio file formats [Uncompressed; Compressed]

**4.2.3 Moving Image Files:** The properties of digital moving image files [Frame Rate; Resolution (SD, HD, UHD, 4K, 8K)] | Moving image file formats [Animation; Video; Uncompressed; Compressed]

**4.2.4 File compression:** Lossy compression | Lossless compression]

DATE:		
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## R093: AVERAGE TOPIC ANALYSIS

Percentage per Topic	January 2024		Date:		Date:		Date:	
	29/11/2024		Date:		Date:		Date:	
	UMS	Grade	UMS	Grade	UMS	Grade	UMS	Grade
Sectors of the media								
Products in the media								
Production phases								
Job roles								
Purpose								
Style, content, and layout								
Client requirements								
Categories of audience								
Primary research methods								
Secondary research sources								
Research data								
Media codes								
Ways that meaning impact								
Work planning								
Mind map								
Mood board								
Asset log								
Flow chart								
Script								
Storyboard								
Visualisation diagram								
Wireframe layout								
Legal considerations to								
Intellectual property								
Regulation, certification,								
Health and safety								
Distribution platforms and								
Image Files								
Audio Files								
Moving Image Files								
File compression								
Suitability questions								
Improvement questions								



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