Cambridge Nationals iMedia Level 1/2

Curriculum Intent	The intent of the Creative iMedia is to provide our students with essential knowledge, transferable skills and tools to improve their learning in other subjects with the aims of enhancing their employability when they leave education, contributing to their personal development and future economic well-being. The course will encourage independence, creativity and awareness of the digital media sector. Creative iMedia will also equip learners with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively

YEAR 10 R093 and UNIT R094	YEAR 11 RO82 / R085
R093 Creative iMedia in the media industry **T1 - What are the different sectors that form the media industry ?** Traditional media, New media, Products in the media industry, Client Requirements, Audience demographics and segmentation, Media codes, Work Plans, Pre Production Documents **T2 - R094 - What is Visual identity and digital graphic? (Skill Building)** Purpose, Elements and Component features of visual identity, Tools and techniques used to create digital graphics, Techniques to save and export files **T3 - What is meant by visual identity** Scripts Client Requirements, work plan, audience, Legislations, Hardware and Software **T4 - R094 NEA (Introduction and Completion)** Types of Digital Graphics, File formats, Client Requirements, Work Plans ***Unit R097: Interactive digital media*** **T5 -** *What is interactive digital media, its content and the associated*	**R081 PRE PRODUCTION Exam** *R082 SKILL BUILDING - Production Content* *RO82 Digital Graphics - Introduction / Assignment* **T1 / T2 - How to produce pre-productions documents?** Types of Digital Graphics, File formats, Client Requirements, Work Plans, Uses and Types of Digital Graphics, File Formats, Design and Layout, Client Requirements, Work Plans, Visualisation diagram, Assets **T3 -** *R082 / R081* **What do you need to create digital Graphics ?** Research , compatibility, graphics tools and techniques, import, export and compression. Review pre-production documents and a digital graphic **R085: Creating a Multipage Website** **T4 - Skill Building R085 Web Authoring Software (NEA)**

hardware ? The format types of interactive digital media, devices used, structure in media products, Methods of user interaction **T5 - What are the features and conventions of interactive digital media** GUI, types of interface and interaction styles, Non-linear navigation,Applying conventions **T6 - What are the resources required to create interactive digital media products** Hardware and Software used to create interactive digital media	Hotspots, web links, email links, adding images, rollover images, and text **T5 - How to produce documents that explores websites (NEA)** Connectivity, devices, Features and Components of Websites, Client requirements, Target Audience, Work Plan, Sitemap, Testing, Folder Structure, Sources, Navigation system **T6 -How to check if client requirements have been met / EXAM** Evaluate product, improvements and further developments