	Year 11 Creative iMedia					
	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
BIG Q Content *(max 5)*	**R094 – NEA** **How can I create a visual identity and digital graphics for a given client brief?** 1. Design a visual identity & justify design choices 2. Produce relevant planning documents 3. Use image editing software to create a digital graphic		**Topic Area 3: Pre-planning** 1. What are the legal issues that affect media? 2. How is the media regulated? 3. What health & safety risks are there within the media?	**Topic Area 4: Distribution considerations** How are media products distributed? 1. What are the properties and formats of image, audio and moving images files? 2. What is the purpose of file compression?	**Recapping of content for unit R093** TA1: The Media Industry TA2: Factors Affecting Product Design TA3: Pre-production planning TA4: Distribution considerations	Exams
Vocabulary *(max 10)*	1. Visual identity 2. Brand loyalty 3. Typography 4. Layout 5. Audience 6. Logo 7. Colour palette 8. Alignment 9. White space 10. Conventions	1. Bitmap 2. Raster 3. Colour depth 4. Compression 5. Compatibility 6. Licences 7. Retouching 8. Contrast 9. Filter 10. Scalability	1. Privacy 2. Permission 3. Defamation 4. Libel 5. Slander 6. Data protection 7. Intellectual property 8. Regulation 9. Classification	1. Distribution 2. Physical platform 3. Physical media 4. Resolution 5. Pixel dimension 6. Compression 7. Bit depth 8. Sample rate 9. Frame rate	1. Media 2. Audience segmentation 3. Client brief 4. Demographics 5. Research methods 6. Pre-production 7. Storyboard 8. Mood board 9. Distribution platform 10. File format	Exams
Catholic Link			Rights & responsibilities	The Common Good		
Careers Link	Graphic designer, Web designer	Content creator, Illustrator	Compliance officer, Film or TV producer, Health & Safety officer	Video editor		

Ways to enrich the year 11 iMedia curriculum at home…

- Download Affinity Designer 2 – sign in with your school email address through Canva and create a new logo for a well-known brand (e.g. Coca-Cola, Nike, Spotify etc.)
- Research a well-known media company (Netflix, BBC, Disney etc.) and analyse; how they distribute content, who their target audiences are and what their branding looks like.
- Find examples of copyright infringement in the media.