



## Creative iMedia Curriculum Overview - Year 10

	Unit	Details
Autumn One	<b>R094 - Visual Identity and Digital Graphics</b>	During this unit, pupils will begin the process of developing digital media artefacts based on a given brief, utilising various techniques and tools for image manipulation. They will design a visual identity and proceed to generate a variety of assets to be incorporated into their digital graphics. Additionally, pupils will grasp the importance of preparing and saving these assets to meet industry standards for future use.
Autumn Two	<b>R094 - Visual Identity and Digital Graphics</b>	Pupils will dedicate time to constructing their digital graphics using specialised software for image manipulation, all while adapting their designs for online purposes. Finally, they will export their completed graphics in an appropriate electronic format that satisfies the requirements of the client. Throughout the unit, pupils will not only create digital media artefacts but also develop the ability to evaluate them in connection to their client brief and marking criteria. This process will emphasise the importance of conducting thorough assessments and critical reflections on their work. By analysing how well their artefacts align with the specific requirements set by the client and the established marking criteria, pupils will acquire valuable insights into the effectiveness and suitability of their designs. This evaluative practice will enable them to make informed decisions, identify areas for improvement, and refine their creations to better meet the expectations of both the client and the assessment standards.
Spring One	<b>R094 - Visual Identity and Digital Graphics</b>	
Spring Two	<b>R097 - Interactive Digital Media</b>	
Summer One	<b>R097 - Interactive Digital Media</b>	In this unit, pupils will use creative thinking and project planning skills to generate an original idea for their Interactive Digital Media Product (IDMP) and develop a comprehensive plan for its creation. Pupils will demonstrate their ability to extract relevant information and understand the objectives outlined in the client brief, enabling them to establish a clear direction for their IDMP. Pupils will make informed decisions about the intended audience for their IDMP, taking into consideration factors such as demographics, preferences, and interests. Pupils will engage in creative thinking to generate unique and innovative ideas that align with the client brief. These ideas will showcase their ability to think outside the box and propose compelling concepts for their IDMP. Pupils will brainstorm and develop ideas for the content that will be included in their IDMP, considering interactive features, multimedia elements, and user interactions.
Summer Two		