

## Long Term Plan – Creative Imedia (2024-25)

<p><b>Vision:</b> Creative iMedia is the perfect course for students who want to develop practical digital skills and explore the fast-growing media industry. From graphic design to game development, this course provides hands-on experience with industry-standard software and real-world creative projects. By studying Creative iMedia, students will develop essential skills in digital graphics, branding, and visual identity. Gain experience in designing and producing digital games. Understand the media industry, including job roles and career pathways. Build a strong portfolio of work, preparing them for further education or creative careers. Whether students aspire to work in graphic design, animation, game development, or digital marketing, Creative iMedia provides the foundation to turn their creative passion into a future career.</p>							<b>Year End Points</b>
	<b>HT1</b>	<b>HT2</b>	<b>HT3</b>	<b>HT4</b>	<b>HT5</b>	<b>HT6</b>	
<b>Year 10</b>	R093 Media in the Industry	R093 Media in the Industry	R094 Visual Identity and Media branding (assignment prep/skills)	R094 Visual Identity and Media branding (assignment 1)	R099 Video games module (Assignment prep and skills)	R099 Video games module (Game engine and game theory)	<p>By the end of Year 10, students will have developed a solid foundation in both media industry knowledge and practical digital skills. Through their study of R093: Creative iMedia in the Media Industry, they will be able to identify key sectors within the media industry and understand the different types of media products and their target audiences. They will gain insight into various job roles, their responsibilities, and the importance of pre-production in media creation. Additionally, they will be aware of legal and ethical considerations, including copyright, intellectual property, and data protection, which are essential for working in the industry.</p> <p>Students will also complete the R094: Visual Identity &amp; Digital Graphics assignment, where they will develop and apply their creative skills. They will gain an understanding of branding and visual identity, learning how to analyse client briefs to determine key design requirements. Using industry-standard software, they will plan, design, and create professional-quality digital graphics while applying key graphic design principles such as composition, colour theory, and typography. By the end of the project, students will be able to critically evaluate their work, identifying strengths and areas for improvement based on client needs.</p> <p>This combination of theoretical understanding and hands-on experience ensures that students are well-prepared for Year 11, where they will move on to R099: Digital Game Production and begin preparing for their final exam.</p>
<b>Year 11</b>	R099 Video games module (Assignment)	R099 Video games module (Assignment)	R093 Media in the Industry	R093 Media in the Industry	R093 Media in the Industry		<p>By the end of Year 11, students will have built upon their Year 10 knowledge and skills to develop a deeper understanding of digital media production and the wider media industry. The completion of R099: Digital Game Production will have equipped them with the ability to research, plan, and create a digital game concept tailored to a specific audience and purpose. They will have gained practical experience in designing assets, developing interactive elements, and testing their work, ensuring it meets client requirements. Through this process, students will refine their ability to evaluate their own work critically, identifying areas for improvement and demonstrating an understanding of industry-standard practices in game design.</p> <p>Following the completion of R099 in January, students will return to R093: Creative iMedia in the Media Industry to prepare for their final exam in June. They will consolidate their knowledge of media sectors, products, and audience targeting while revisiting key pre-production skills such as mood boards, scripts, and storyboards. Legal and ethical considerations, including copyright, intellectual property, and regulatory bodies, will also be revisited to ensure a comprehensive understanding of industry standards.</p> <p>As they approach their final assessments, students will engage in structured exam preparation, including timed practice questions and targeted revision sessions. By the end of the course, they will be equipped with both the theoretical knowledge and the practical digital skills needed to progress into further education, apprenticeships, or careers in the creative and media industries.</p>