

Holy Family Catholic School

Curriculum Overview Year 10 –

Creative iMedia (Cambridge National)



	Curriculum Content	Suggested Reading or Extension Activities
Half Term 1 (Sept-Oct)	Introduction to this unit: R093 Creative iMedia in the media industry In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences. Topics include: · The media industry · Factors influencing product design · Pre-production planning · Distribution considerations. Examination 1 hour 30 minutes R094 Visual Identity- Introduction and prep for the NEA coursework	Research different media sectors (film, TV, gaming, publishing). Explore examples of successful brand logos and visual identities. Use Seneca Learning to review media industry content. Watch documentaries about how media products are created.
Half Term 2 (Nov-Dec)	R093 - The media industry -Introduction into this topic using workbooks Introduction to the Creative iMedia course. Learn about the media industry and digital media products. Explore how media products are planned and designed. R094 NEA Visual Identity Task 1 Prepping Begin R094 Visual Identity coursework preparation.	Investigate major media companies and their target audiences. Create a fact file on a media organisation. Analyse logos from well-known brands and explain their purpose. Complete workbook activities and revision tasks.
Half Term 3 (Jan-Feb)	R093 The Media Industry Develop understanding of the media industry. Learn about different media sectors and careers. Continue Visual Identity NEA preparation. Research ideas and requirements for the project. R094 NEA Visual Identity Task 1 Planning	Research the stages of planning a media product. Practise creating mood boards and visual identity ideas. Analyse how colours, fonts and images communicate meaning. Review teacher resources and Seneca activities.
Half Term 4 (Feb-Mar)	R093 - Factors influencing product design Build knowledge of media industry concepts. Plan and organise ideas for Visual Identity Task 1. Create initial designs and proposals. Prepare for coursework production. R094 NEA Visual Identity Task 2 Development stage	Study examples of media products aimed at different audiences. Compare designs and explain factors that influence them. Develop and improve your own visual identity designs. Gather feedback from peers and evaluate your work.
Half Term 5 (Apr-May)	R093 The Media Industry - Factors influencing product design Study factors that influence media product design. Explore audience needs and client requirements. Develop Visual Identity Task 2. Improve designs based on feedback and research. Continue learning about product	Review coursework and make final improvements. Evaluate how effectively your visual identity meets the client brief.

	design influences. Finalise Visual Identity coursework. Complete and evaluate the final product. Submit work for external moderation. R094 NEA Visual Identity Task 2 Final Product Design and Conclusion - hand in for May 15th to examiner	Create revision notes on media industry and design factors. Complete exam-style questions.
Half Term 6 (Jun-Jul)	R093 - Factors influencing product design Review media industry and design concepts. Apply knowledge to new scenarios. Begin Characters and Comics NEA (R095). Create and develop original comic characters. R095 Characters and Comics NEA Practicing skills for the new NEA brief	Read examples of comic books and graphic novels. Analyse character design and storytelling techniques. Create sketches and profiles for original characters. Research conventions of comics and visual narratives.

Examples of Home Learning Tasks	Complete Seneca activities and workbook tasks. Research media companies and analyse media products. Create revision flashcards and mind maps. Practise exam-style questions and coursework planning.
Assessment Tasks, Methods & Frequency	Regular knowledge checks and quizzes. Coursework milestones assessed throughout the year. Exam-style questions completed each half term. Teacher feedback provided to support progress.
Equipment that Students Need	Exercise book or folder for notes. Pens, pencils and colouring materials for design work. Access to a computer and internet for research and coursework. Headphones may be useful for media tasks.

Parent / Carers can help their child by:	Engaging in conversation about the set texts studied. It will also be beneficial for parents/carers to explain the types of media they engage with and what platforms were available when they were a teen! Discussing different types of media used at home and how media has changed over time. Encouraging regular revision and completion of coursework tasks. Supporting research activities and checking homework. Helping students meet coursework deadlines.
Useful Websites	Seneca. And resources listed in each topic PPT. Seneca Learning, BBC Bitesize Media Studies, OCR Creative iMedia resources, and teacher resources provided in lesson presentations.
Extra-Curricular Activities & Career Opportunities	Opportunities for subject specific workshops from industry professionals. Trips can include cinema visits, Warner Bros Studios, BBC tours. Attend media and film workshops led by industry professionals. Participate in educational visits such as cinema trips, Warner Bros. Studio Tours and BBC tours. Explore careers in media production, graphic design, marketing, film, television and digital content creation.

Who Can I Contact?	Head of Media & Film Studies	Mrs Farrugia
	Teachers of Year 10 Media	Mrs Farrugia and Mrs Belgrave



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	Curriculum Content	Suggested Reading or Extension Activities
Half Term 1 (Sept-Oct)	R093 - Pre-production planning Learn about pre-production planning. Explore documents such as storyboards and scripts. Begin Characters and Comics coursework. Develop ideas and concepts for the project. R095 Characters and Comics NEA	Research pre-production documents such as storyboards, scripts and mood boards. Examine examples from films, TV programmes and games. Create your own planning materials for a media product. Use Seneca for revision.
Half Term 2 (Nov-Dec)	R093 Pre-production planning Continue studying pre-production planning techniques. Complete planning and design work for coursework. Develop and refine media products. Finish coursework before Christmas submission. R095 Characters and Comics NEA Task 2 Product design and development complete CW by Christmas	Complete independent coursework improvements. Analyse how professional media products are planned and designed. Review teacher feedback and refine your work. Practise exam questions on pre-production planning.
Half Term 3 (Jan-Feb)	R093 Distribution considerations. Walking talking mock 1 paper Study distribution considerations in media production. Learn how products reach audiences. Complete Mock Exam 1. Apply exam skills and knowledge to assessment tasks.	Research methods of media distribution, including streaming services, cinemas and social media. Investigate how audiences access media content. Create revision flashcards on distribution considerations. Complete mock exam corrections.
Half Term 4 (Feb-Mar)	R093 Distribution considerations Walking talking mock 2 paper Continue learning about media distribution methods. Explore marketing and audience targeting. Complete Mock Exam 2. Identify strengths and areas for improvement.	Compare traditional and digital distribution methods. Analyse marketing campaigns for media products. Practise exam-style questions and timed responses. Review mock exam feedback and target weaker areas.
Half Term 5 (Apr-May)	R093 Practice papers Focus on revision and exam preparation. Complete practice exam papers. Review key concepts from the course. Improve exam technique and time management.	Complete practice papers under timed conditions. Create revision mind maps for all R093 topics. Use Seneca Learning and class resources to reinforce knowledge. Revise key terminology and media concepts.
Half Term 6 (Jun-Jul)	R093 Practice papers Continue intensive revision activities. Complete additional practice papers. Strengthen understanding of all exam topics. Prepare for final GCSE examinations.	Continue completing past papers and revision activities. Review examiner reports and mark schemes. Focus on exam technique and question structure. Consolidate knowledge across all course topics before exams.

Examples of Home Learning Tasks	Complete revision activities on Seneca. Practise past paper questions and exam techniques. Finalise coursework and respond to feedback. Create revision resources such as flashcards and mind maps.
Assessment Tasks, Methods & Frequency	Mock examinations in HT3 and HT4. Regular exam-style assessments throughout the year. Coursework assessed against OCR criteria. Ongoing teacher feedback and progress reviews.

Equipment that Students Need	Exercise book or revision folder. Pens, highlighters and revision materials. Access to a computer and internet for coursework and revision. Headphones may be required for digital media activities.
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Parent / Carers can help their child by:	Encouraging consistent revision and use of Seneca Learning. Discussing media products and current media trends. Supporting coursework completion and exam preparation. Monitoring deadlines and helping students organise their study time.
Useful Websites	Seneca. And resources listed in each topic PPT. Seneca Learning, BBC Bitesize Media Studies, OCR Creative iMedia resources, past paper websites, and resources shared in lesson presentations.
Extra-Curricular Activities & Career Opportunities	Opportunities for subject specific workshops from industry professionals. Trips can include cinema visits, Warner Bros Studios, BBC tours. Explore future pathways in media, film, animation, advertising, journalism, marketing and digital media production.

Who Can I Contact?	Head of Media & Film Studies	Mrs Farrugia
	Teachers of Year 11 Media	Mrs Belgrave Mrs Farrugia