



# SIR GRAHAM BALFOUR SCHOOL

## CURRICULUM OVERVIEW – KEY STAGE 4 CREATIVE MEDIA



|                | Autumn 1  | Autumn 2  | Spring 1  | Spring 2   | Summer 1   | Summer 2  |
|----------------|---|---|---|--|--|---|
| <b>Year 10</b> | <ul style="list-style-type: none"> <li>➤ Course introduction</li> <li>➤ How visual identity relates to brand</li> <li>➤ Visual identity elements by business type, brand values and brand positioning</li> <li>➤ Create meaning for different target audiences/consumers</li> <li>➤ Layout conventions for different graphic products.</li> </ul> | <ul style="list-style-type: none"> <li>➤ Properties of bitmap/raster and vector graphics</li> <li>➤ Limitations, rights, and permissions are to use certain assets.</li> <li>➤ Mood boards</li> <li>➤ Mind maps, concept sketch and visualisation diagram</li> <li>➤ Canvas size, Layout tools, drawing tools, brightness, contrast levels, colour balance, hue and saturation</li> <li>➤ Selecting Layers, Opacity, blending modes, layers of structure, creating layers, merging/renaming, layer styles.</li> </ul>                   | <ul style="list-style-type: none"> <li>➤ Drop shadow, effects, textures, and retouching</li> <li>➤ Source and create assets</li> <li>➤ Resize, resample, and rasterise</li> <li>➤ Exporting work</li> <li>➤ Coursework</li> </ul>   | <ul style="list-style-type: none"> <li>➤ <b>R097</b></li> <li>➤ The format types of interactive digital media</li> <li>➤ Content used in interactive digital media</li> <li>➤ Hardware devices used to access interactive digital media</li> <li>➤ Methods of user interaction within interactive digital media</li> <li>➤ Features of interactive digital media design</li> <li>➤ Conventions of interactive digital media</li> </ul> | <ul style="list-style-type: none"> <li>➤ Creativity in interactive digital media</li> <li>➤ Hardware used to create interactive digital media</li> <li>➤ Software used to create interactive digital media products</li> <li>➤ Pre-production documentation for interface planning</li> <li>➤ Pre-production documentation and planning for content</li> </ul> | <ul style="list-style-type: none"> <li>➤ Pre-production documentation and planning for user interaction</li> <li>➤ Techniques for sourcing suitable assets</li> <li>➤ Static image assets</li> <li>➤ Audio assets</li> <li>➤ Moving image assets</li> <li>➤ Interactive assets</li> </ul> |
|                | <ul style="list-style-type: none"> <li>➤ <b>R094 (Mandatory unit) – Visual Identity Digital Graphics</b></li> </ul>   |   |   | <ul style="list-style-type: none"> <li>➤ <b>R097 (Centre chosen module) – Interactive Production</b></li> </ul>  |  |   |
| <b>Year 11</b> | <ul style="list-style-type: none"> <li>➤ Product folder management</li> <li>➤ Techniques to create Master page/template elements, Master page/template, Product content, Playback controls, Triggers, and behaviours</li> <li>➤ Saving interactive digital media products during creation</li> </ul>  | <ul style="list-style-type: none"> <li>➤ Exporting/publishing finished interactive digital media products</li> <li>➤ Techniques to test/check the technical properties of interactive digital media</li> <li>➤ Performance of multimedia assets</li> <li>➤ Techniques to review the fitness for purpose of completed interactive digital media</li> <li>➤ Constraints which limit the effectiveness of interactive digital media</li> <li>➤ Further development opportunities for digital media</li> <li>➤ <b>Coursework</b></li> </ul> | <ul style="list-style-type: none"> <li>➤ Sectors of the media industry</li> <li>➤ Products in the media industry</li> <li>➤ Job roles in the media industry</li> <li>➤ How style, content and layout are linked to the purpose</li> <li>➤ Client requirements and how they are defined</li> <li>➤ Audience demographics and segmentation</li> <li>➤ Research methods, sources, and types of data</li> <li>➤ Media codes used to convey meaning, create impact and/or engage audiences</li> <li>➤ Work planning</li> </ul> | <ul style="list-style-type: none"> <li>➤ Documents used to support ideas generation</li> <li>➤ Documents used to design and plan media products</li> <li>➤ The legal issues that affect media</li> <li>➤ Distribution platforms and media to reach audiences</li> <li>➤ Properties and formats of media files</li> </ul>   | <h1><u>Revision</u></h1>   |   |
|                | <ul style="list-style-type: none"> <li>➤ <b>R087 – Creating interactive multimedia products</b></li> </ul>  |   |   | <ul style="list-style-type: none"> <li>➤ <b>R093 (Externally assessed)– Pre-Production</b></li> </ul>  |  |   |