

KEY STAGE 4 • CREATIVE iMEDIA

KEY THEMES



YEAR 10 CREATIVE iMEDIA



HT1

- Course Introduction
- Purpose, Features & Elements of Visual Identity
- Design of Visual Identity
- Graphic Design Concepts & Conventions
- Properties of Digital Graphics
- Use of Assets



HT2

- Tools & Techniques to Create Visual Identity
- Digital Graphics
- Technical Skills
- Sourcing Assets
- Creating Assets
- Preparing Assets



HT3

- Save & Export Digital Graphics
- R094 NEA Assessment
- TA1 Develop Visual Identity



HT6

- Moderation
- Submission
- Portfolio Completion



HT5

- R094 NEA Assessment
- TA3 Create Visual Identity & Digital Graphics
- Digital Graphics Production



HT4

- R094 NEA Assessment
- TA2 Plan Digital Graphics
- Planning for Products



HT3 EXAM PREPARATION

- Media Industry Sectors & Products
- Job Roles in Media Industries
- Audience Demographics & Segmentation
- Style, Content & Layout
- Media Codes & Meaning
- Planning Documents
- Distribution Platforms
- Research Data
- Legal Issues
- Examination Preparation

YEAR 11 CREATIVE iMEDIA



HT1

- R095 NEA Assessment
- TA1 Plan Characters & Comics
- TA2 Create Characters & Comics



HT2

- R095 NEA Assessment
- TA3 Review Characters & Comics
- Moderation
- Submission

FUTURE PATHWAYS



Graphic Designer



Illustrator



Brand Designer



Marketing Executive



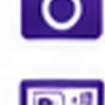
Animator



Media Producer



Content Creator



UI Designer

SKILLS DEVELOPED

- ✓ Creativity
- ✓ Communication
- ✓ Visual Literacy
- ✓ Digital Production
- ✓ Planning
- ✓ Review & Evaluation
- ✓ Independent Learning



VISUAL IDENTITY



GRAPHIC DESIGN



DIGITAL GRAPHICS



CHARACTER DESIGN



COMICS



MEDIA INDUSTRIES



AUDIENCES



PLANNING

