

Year Group	Autumn One	Autumn Two	Spring One	Spring Two	Summer One	Summer Two
Intent of study year 10	The intent of the OCR Creative iMedia Level 1 qualification is to introduce students to the digital media industry and develop their skills in practical and creative media production. The course aims to provide students with foundational knowledge in areas such as pre-production, digital graphics, and interactive media, preparing them for either progression to higher levels of study or entry into junior roles in the media industry					
10	<p>The media industry</p> <ul style="list-style-type: none"> Know the different sectors that form the media industry and how these are evolving Know the types of products produced by, and used in, different sectors Know that the same product can be used by different sectors How each role contributes to the creation of media products Know the main responsibilities of each role in the creation of media products Know that some job roles are specific to preproduction, production or post-production phases Know that some job roles span multiple production phases Why the size and scale of projects/productions means that individuals may perform more than one role 	<p>Factors influencing product design</p> <ul style="list-style-type: none"> Know the different purposes of media products How style, content and layout are adapted to meet each purpose How to recognise keywords and information in client briefs Know the requirements in client briefs that inform planning Why requirements in client briefs can constrain planning and production How to interpret requirements in client briefs to generate ideas and plan Know the different ways that client briefs are communicated Know the different categories of audience segmentation Know examples of the way audiences are grouped for each segmentation type The reasons for, and benefits of, audience segmentation How audience characteristics influence the design and production of media products The reasons for, and benefits of, conducting research The advantages and disadvantages of primary and secondary research and data How research is carried out using different methods and/or sources 	<p>Pre-production planning</p> <ul style="list-style-type: none"> Know the different technical, symbolic and written codes used to convey meaning, create impact and/ or engage audiences How codes are used to convey meaning, create impact and/or engage audiences How the codes used relate to audience, purpose and context How the combination of content and codes work together to convey meaning, create impact and engagement The purpose of work planning Know the components of workplans The role of workplan components in work planning The advantages of using workplans How workplans are used to manage time, tasks, activities and resources for individuals and large teams Know the purpose of each document Know the components and conventions of each document Know the hardware and software used to create each document Know the users of each document When each document is appropriate for use What makes each document effective How to improve the effectiveness of documents for users in given contexts 	<p>Pre-production planning</p> <ul style="list-style-type: none"> Know the purpose of each document Know the components and conventions of each document Know the hardware and software used to create each document Know the users of each document When each document is appropriate for use What makes each document effective How to improve the effectiveness of documents for users in given contexts The purpose of, and reasons for, each legal consideration What is required of media producers to comply with each legal consideration The impact on individuals and media producers of media producers using and publishing inaccurate personal information Know what is meant by intellectual property The purpose of, and reasons for, legislation to protect intellectual property What is required of media producers to respect intellectual property rights How and when intellectual property can be protected The implications for media producers of using copyrighted materials without permission 	<p>Distribution considerations</p> <ul style="list-style-type: none"> Know the types of products covered by regulation, certification and classification The purpose of, and reasons for regulation, certification and classification Know the roles of regulatory bodies and areas of responsibility Know examples of the way media products are classified The impacts of regulation, certification and classification on media production Know common risks and hazards in media production What is required of media producers to mitigate health and safety risks and hazards What risk assessments are and the purpose of risk assessments What location recces are and the purpose of location recces Know the characteristics of the types of platform and media used to deliver products to audiences The advantages and disadvantages of types of platform and media How the characteristics of platforms affect the selection of final product file formats in given scenarios Know what is meant by DPI/PPI How DPI/PPI relates to resolution and image quality 	<p>Distribution considerations</p> <ul style="list-style-type: none"> Know what is meant by sample rate and bit depth How sample rate and bit depth relate to sound quality What audio compression is and how it affects quality Know examples of digital audio files The properties and limitations of uncompressed and compressed (lossy, lossless) file formats How file format choice relates to use and context Know what is meant by frame rate Know what is meant by SD, HD, UHD, 4K, 8K How frame rate affects the quality of a product Know examples of digital video and animation files The properties and limitations of video and animation file formats The properties and limitations of uncompressed and compressed (lossy, lossless) file formats How file format choice relates to use and context Know what is meant by lossy compression Know what is meant by lossless compression Why lossy and lossless compression are used

		<ul style="list-style-type: none"> • The advantages and disadvantages of each primary research method and secondary research source • The differences between qualitative and quantitative data/information 			<ul style="list-style-type: none"> • The relationship between pixel dimensions and quality for different image uses • Know examples of raster/bitmap and vector image files • The properties and limitations of uncompressed and compressed (lossy, lossless) file formats • The properties and limitations of raster/bitmap and vector static image file formats • How file format choice relates to use and context 	
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