

Year 11 Curriculum Overview iMedia 2023

OCR Cambridge Nationals Creative iMedia

	Autumn Term	
	R097 OCR set assignment	R093 Topic area 3 Pre-production planning
Approx. No Lessons	Min 16 – final handing end of term	10 lessons
Overview of Scheme of Learning	Completing the OCR digital assignment Must be completed independently	Understand the need for preproduction planning and the planning documents used.
Prior Learning	R094 Topic areas 1, 2 and 3	R093 Topic area 3 - Pre-production planning
Cultural Capital opportunities	Investigate visual identities of local and national organisations	Investigating careers One minute mentor videos
Assessment	Set coursework following guidelines	R093 Mock – All Topics Part A and B
Link to detailed content	R097 Topic Area 1 Knowledge organiser R097 Topic Area 2 Knowledge organiser R097 Topic Area 3 Knowledge organiser R093 Topic area 3 Knowledge organiser	R093 Topic area 3 Knowledge organiser

Year 11 Curriculum Overview iMedia 2023

	Spring Term 1&2	
	R093 Topic area 4 Distribution considerations	
Approx. No Lessons	20	
Overview of Scheme of Learning	Understand the considerations that must be made to distribute the finished media product.	
Prior Learning	R094 and R097 file types and compression	
Cultural Capital opportunities	Investigating careers One minute mentor videos	
Assessment focus	Term 1 Practice exam paper Part A - multichoice Part B - Topic 1&2 focus Single Extended response focus Topic 3	Term 2 Full Practice exam paper Part A – multichoice - Part B – mixed as per specification R093 - All Topics
Link to detailed content	R093 Topic area 1 Knowledge organiser R093 Topic area 2 Knowledge organiser R093 Topic area 3 Knowledge organiser R093 Topic area 4 Knowledge organiser	

Year 11 Curriculum Overview iMedia 2023

	Summer Term	
	R093 Final Exam Revision	Summer Term 2 END year 11 – SUMMER FINAL EXAM
Approx. No Lessons	20	
Overview of Scheme of Learning	R093 <ul style="list-style-type: none"> - Topic area 1 - Topic area 2 - Topic area 3 - Topic area 4 	
Prior Learning	R093 – second instruction for all topics R094 – related topics on preproduction R094 & R097 – related topics on file types and compression	
Cultural Capital opportunities	Investigating careers One minute mentor videos	
Assessment focus	Final Exam - R093 identified weak questions and Extended response focus Full Practice exam paper Part A - multichoice Part B – mixed as per spec	
Link to detailed content	R093 Topic area 1 Knowledge organiser R093 Topic area 2 Knowledge organiser R093 Topic area 3 Knowledge organiser R093 Topic area 4 Knowledge organiser	

Year 11 Curriculum Overview iMedia 2023

Order for knowledge organisers:

- R097 Topic Area 1 Knowledge organiser
- R097 Topic Area 2 Knowledge organiser
- R097 Topic Area 3 Knowledge organiser
- R093 Topic area 1 Knowledge organiser
- R093 Topic area 2 Knowledge organiser
- R093 Topic area 3 Knowledge organiser
- R093 Topic area 4 Knowledge organiser

To be taught

Ro93 Topic area 1

Covered later in course

2.4 research methods

Covered later in course

3.1 work plan

3.2 idea documents

- storyboards

- scripts

3.4 Legal issues

Key learning

- **Sectors of the media industry**
 - Traditional media
 - New media
- **Products in the media industry**
- **Job roles in the media industry**
 - Creative
 - Technical
 - Senior roles

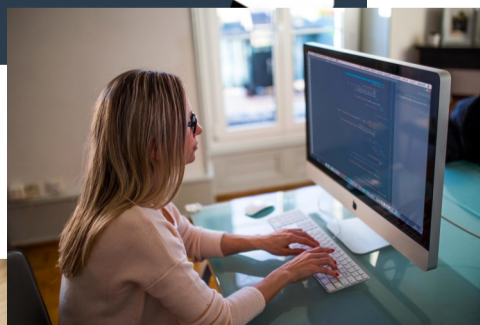
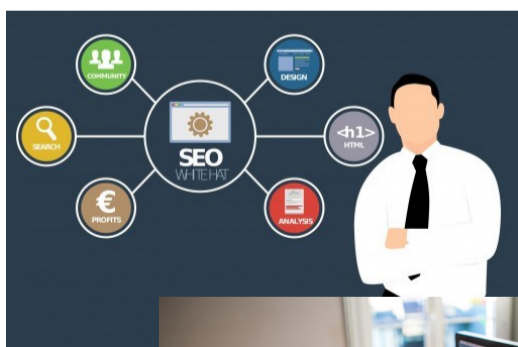
Key terms

Traditional media	A form of communication which has been used across decades or centuries
Film	A story recorded using video and audio
Television	Communication sending video using radio waves
Radio	Communication sending audio using radio waves
Print publishing	Finalising a product in printed form
New media	A form of communication which has been developed recently
Interactive media	A type of media which allows the user to choose which parts they see/ hear
Internet	Worldwide connection of devices to share data
Digital publishing	Finalising a product in digital form
Video	Making a recording moving images
Audio	Sounds added to digital products
Music	Vocal or instrumental audio
Animation	A sequence of images to represent movement
Special effects	Visual or audio editing of a digital product

Media



Careers



Knowledge to apply in your exam

- 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 pre-production, 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

R093 Topic Area 1: The media industry

Key learning

- Purpose of products, e.g.
 - Promote/ educate/ entertain/ inform
- How style, content and layout are linked to purpose, e.g.
 - Colour/ conventions/ language/ positioning/ style/ tone
- Defining client requirements, e.g.
 - Type/ purpose/ audience/ genre
- Client brief documents, e.g.
- Commission/ formal/ informal/ meeting
- Categories of audience segmentation, e.g.
 - Age/ gender/ occupation/ income/ location/ education/ interests/ lifestyle

Key terms

Purpose	
Advertise/ Promote	
Educate	
Entertain	
Inform	
Segmentation	
Accessibility	
Interests/ lifestyle	
Location	
Socio- economic	

Media

Careers

Knowledge to apply in your exam

- 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
- 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