Dallam School
Curriculum Overview

Department: Creative iMedia
Year Group: 10

AUTUMN/WINTER		SPRING		SUMMER	
Half term 1	**Half term 2**	**Half term 3**	**Half term 4**	**Half term 5**	**Half term 6**
Theme / Topic		**Theme / Topic**	**Theme / Topic**	**Theme / Topic**	**Theme / Topic**
R093: Pre-Production Planning- Planning Work (TA3.1) **R093: Documents used to support ideas generation (TA3.2)** **R093: Documents used to design and plan media products (TA3.3)** **R094: NEA (Half-term 2)- Visual Identity and Digital Graphics; key skills (Photoshop, DrawPlus)** **R094: Purpose, features, elements and design of visual identity** **R094: Graphic design concepts and conventions** **R094: Properties of digital graphics and use of assets** **R094: Techniques to plan visual identity and digital graphics**		**R093: Media Industry Sectors and Products (TA1.1)** **R094: Tools and techniques to create visual identity and digital graphics** **R094: Technical skills to source, create and prepare assets for use within digital graphics**	**R094: Properties of digital graphics and use of assets** **R094: Techniques to save and export visual identity and digital graphics** **Focus on R094: NEA Assessment (Working on and submit[1] for moderation)**	**R093: Job roles in the Media Industry (TA1.2)** **R093: Factors influencing product design: How style, content and layout are linked to the purpose of a product (TA2.1)** **R093: Client requirements and how they are defined (TA2.2)**	**R093: Audience Demographics and segmentation (TA2.3)** **R093: Research methods, sources and types of data (TA2.4)** **R093: Media codes used to convey meaning, create impact and/or engage audiences (TA2.5)** **R096: NEA brief released June. Practise key skills: Blender, Audacity, Animate, MoviePlus**
By the end of this half term pupils will know *(key knowledge, including tier 3 vocabulary)*					

Pre-production Planning: • The production phases • The purpose of workplans • The format of workplans • Components of workplans Documents used to support ideas generation: • Mind Maps • Moodboards Documents used to design and plan media products: • Asset logs • Flowcharts • Scripts • Storyboards • Visualisation Diagrams • Wire-frame layouts ***Tier 3 vocab:*** ➢ *Phases* ➢ *Pre-production* ➢ *Post-production* ➢ *Mind Maps* ➢ *Moodboard* ➢ *Asset log* ➢ *Flowchart* ➢ *Script* ➢ *Storyboard* ➢ *Visualisation Diagram* ➢ *Wireframe* ➢ *Layers* ➢ *Masks* ➢ *Vector Graphic* ➢ *Bitmap* ➢ *Typography* ➢ *Layout*	All about the Media Industry Sectors: • Traditional Media: ○ Film ○ TV ○ Radio ○ Print Publishing • New Media: ○ Computer games ○ Interactive media ○ Internet ○ Digital publishing Which products each sector produces and how each industry has evolved. Tools and techniques used to create digital graphics: • Software tools and techniques used to create digital graphics • Image and canvas size • Layout tools • Drawing and painting tools • Adjustment of brightness, contrast and colour • Adjustment of lighting levels • Adjustment using curves • Use of selections • Use of layers and layer styles • Retouching • Typography • Filters and effects Technical skills to source, create and prepare assets for use withing digital graphics:	Properties of digital graphics and use of assets: • Technical properties of images and graphics • Licence Permissions Techniques to save and export visual identity and digital graphics: • Save and export files • File types for different purposes **Tier 3 vocab** ➢ *SVG* ➢ *BMP* ➢ *JPG* ➢ *PNG* ➢ *GIF* ➢ *Export* ➢ *Save*	Job Roles in the media industry: • Senior Roles ○ Campaign Manager ○ Creative Director ○ Director ○ Editor ○ Production Manager • Creative Roles: ○ Animator ○ Content Creator ○ Copywriter ○ Graphic designer ○ Illustrator/ graphic artist ○ Photographer ○ Script writer ○ Web Designer • Technical Roles: ○ Camera Operator ○ Games programmer/ developer ○ Sound editor ○ Audio technician ○ Video Editor ○ Wed developer How style, content and layout are linked to purpose: • Advertise or promote • Educate • Entertain	Audience Demographics and segmentation: • Different categories of audience segmentation: ○ Age ○ Gender ○ Location ○ Occupation ○ Education ○ Income ○ Interests ○ Lifestyle • How categories of audience segmentation influence the design and production of media products Research Methods, sources and types of date: • Researching a product and its audience • Primary and Secondary sources • Research Data Media codes used to convey meaning, create impact and/or engage audiences: • Media codes: ○ Technical codes ○ Symbolic codes ○ Written codes • Ways that meaning, impact and or

	• Sourcing assets for use in digital graphics • Creating assets for use in digital graphics • Modifying images and other assets to ensure the technical compatibility for use within a digital graphic • Storing assets for use ***Tier 3 vocab:*** ➢ *CGI* ➢ *SFX* ➢ *VFX* ➢ *4K/8K* ➢ *3D* ➢ *Interactive* ➢ *Resolution* ➢ *Platform* ➢ *Podcast* ➢ *Interface* ➢ *Assets* ➢ *Layers* ➢ *Masks* ➢ *Brightness* ➢ *Contrast* ➢ *Curves* ➢ *Retouching*		• Inform • Influence Client requirements and how they are defined: • Client requirements • Client brief formats • Understanding the brief • Generating ideas from the brief ***Tier 3 vocab*** ➢ *Assets* ➢ *Advertise* ➢ *Promote* ➢ *Educate* ➢ *Entertain* ➢ *Inform* ➢ *Influence* ➢ *Concept* ➢ *Dialogue* ➢ *Game Design Document* ➢ *Non-diegetic* ➢ *Ambient* ➢ *Diegetic* ➢ *Foley* ➢ *Volume* ➢ *Ethos* ➢ *Genre* ➢ *Constraints*	engagement are created ***Tier 3 vocab*** ➢ *Demographics* ➢ *Segmentation* ➢ *Stereotype* ➢ *Primary sources* ➢ *Secondary sources* ➢ *Qualitative* ➢ *Quantitative* ➢ *Technical codes* ➢ *Symbolic codes* ➢ *Written codes* ➢ *Meaning* ➢ *Impact* ➢ *Track/dolly* ➢ *Mise-en-scene* ➢ *Transition* ➢ *Typography* ➢ *Bold* ➢ *Italics*
They will understand *(key concepts)*				
Students will learn about the main documents used when generating ideas for a project.	Students will study the sectors which make up the media industry, and the products which are produced by each sector,	Students will be working intensely on their R094 submission, due before Easter.	Once their NEA is submitted, students will begin to look at careers in the media industry.	Students will study how audiences can be segmented by different characteristics.

They will look at how to plan a project from the pre-production, through production and into the post-production phases, and what documents are appropriate to which type of project or media product. They will use key software and learn how to manipulate bitmaps using Adobe Photoshop. They will also create logos from vector graphics using DrawPlus. In the second half-term they will investigate the brief for their first NEA: ***R094- Visual Identity and Digital Graphics.*** They will deconstruct the client brief and learn how to create a list of success criteria for themselves to check against while planning and creating their product. Alongside working on the NEA, they will learn about design conventions such as layout and alignment, use of colour and white space. They will learn what is meant by a "Visual Identity". They will learn the difference between a bitmap and a vector graphic. They will create their own planning documents for the NEA, creating concept sketches, mind maps, moodboards and visualisation diagrams to aid their workflow.	and how each industry sector has evolved over the years. They will be working intensely on their NEA for R094, learning along the way about the tools and techniques used in Photoshop and DrawPlus to create digital graphics for their given client brief. They will learn how to collect assets from across the web, and how to prepare these for use in their own graphics. They will learn how to use adjustment layers inside of the software to blend different assets together and to create a composite image which works well.	They will learn about the properties of digital graphics and why certain file types are used for certain purposes. They will learn how to save and export visual identity and digital graphics products, and which file types are suitable for each type of product.	They will study these roles and their responsibilities in detail, learning what it is that each role brings to a production team. They will then look at how a product's style and content is influenced by its purpose, and the key purposes which are set out for certain products. They will then look at the different ways in which a client may brief a production company or team, and how to pick out ideas from the client brief.	They will look at how segmenting an audience can influence the design of a product in order to target a particular demographic. They will then look at different ways of gathering data by research. They will learn the difference between primary and secondary sources and the advantages and disadvantages of both methods. They will learn about qualitative and quantitative data, and the difference between the two. They will then move on to look at media codes and how certain conventions are used throughout the industry to convey different meanings or moods within a media product. Student will then investigate the second NEA, ready to begin in September, practising key skills and software

They will know how to *(key skills)*				
➢ Use industry-standard software such as Adobe Photoshop ➢ Use masks and layers to create digital composite images ➢ Create vector shapes and use fill tools to create intricate vector graphics ➢ Vectorise bitmap images ➢ Use graphics tablets and pens for professional results ➢ Judge which planning documentation is appropriate for use at certain stages of a project ➢ Gather assets and begin to complete an asset log	➢ Source assets from the web ➢ Setup an image size to a set resolution ➢ Resize images ➢ Use rulers within Photoshop and DrawPlus ➢ Paintbrush tool ➢ Shapes tool ➢ Create adjustment layers ➢ Change the brightness/contrast/colour of an image ➢ Change an image to black and white ➢ Use levels and curves to change the high, mid and low tones of an image ➢ Text tools and add text to images	➢ Save files ➢ Export Files ➢ Choose the file type best suited to a particular purpose	➢ Break down the duties of certain roles based on a scenario ➢ Analyse a product to determine its main purpose ➢ Differentiate between products designed to advertise, educate, entertain, inform or influence a consumer ➢ Plan elements of a product to meet a certain purpose ➢ Break down a client brief into client requirements ➢ Analyse and understand different types of client brief	➢ Segment a target audience based on key characteristics ➢ Be able to state how a product would be influenced by different types of audience segmentation ➢ Be able to research a product and its audience ➢ Plan different methods of primary or secondary research ➢ Analyse research data, both qualitative and quantitative ➢ Make use of different media codes to convey meaning and impact ➢ Make use of key frame animation ➢ Create 3D and 2D assets for animation

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AUTUMN		SPRING		SUMMER	
Half term 1	**Half term 2**	**Half term 3**	**Half term 4**	**Half term 5**	**Half term 6**
Theme / Topic **R096: Features and conventions of animation and audio** **R096: Resources required to create animation with audio** **R096: Pre-production and planning documentation and techniques for animation with audio** **R096: Focus on the planning phase of the NEA**	**Theme / Topic** **R096: Techniques used to create animation with audio** **R096: Focus on creation phase of the NEA**	**Theme / Topic** **R096: Techniques to save and export animation with audio** **R096: Techniques to test/ check and review animation with audio** **R096: Focus on testing and evaluation of the NEA** **Focus on R096: NEA Assessment (Working on and submit[2] for moderation)**	**Theme / Topic** **R093: Pre-production planning: legal issues (TA3)** **R093: Distribution platforms and media to reach audiences (TA4)** **R093: Properties and formats of media files (TA4)**	**Theme / Topic** **R093: Review and Revision**	**End of Course**

By the end of this half term pupils will know *(key knowledge, including tier 3 vocabulary)*					
Types and methods of animation and their distinguishing features • Stop motion/claymation • Time-lapse • Motion capture • Computer generated (CGI) • Cel animation • Cut out • Flipbook animation The properties and features of audio • Types of audio • music • narration/voiceover • diegetic and non-diegetic sounds • foley/SFX • dialogue • The properties of digital audio • bit depth • sample rate • gain (volume) • mono/stereo Resources used in animation • Hardware and peripherals • cameras • tripods • rigging • sets and materials for stop motion animation • cameras and scanners for digitising animation	Visual animation assets • Techniques and tools used to create digital visual animation assets • image editing software tools • animation software tools • exporting, saving and asset management • Techniques used to create, import/digitise and edit non-digital or physical visual animation assets • Creating physical sets, objects and characters and lighting them effectively • scanning • photography • video • export, save and asset management Audio animation assets • Techniques used to record and source audio assets • recording techniques • libraries • saving and asset management • Techniques used to import/digitise and edit audio assets • importing, trimming, editing, mixing and	Techniques used to save and export audio • Native file formats in audio software • Techniques for exporting Technical skills to save and export animation with audio • Animation native file formats • Export formats suitable for digital distribution Techniques to test/check the technical properties of animation with audio • Methods of testing and checking • test plan • checklist • success criteria • Elements of animation and audio to test/check • length • animated movement • audio • synchronisation of visual and audio elements • format of the product Techniques to review the fitness for purpose of completed animation with audio • Suitability for client requirements	Legal issues that affect media: • Legal considerations to protect individuals • Intellectual property rights • Regulation, certification and classification • Health and Safety Distribution platforms and media to reach audiences: • Online • Physical platforms • Physical media Properties and formats of media files: • File formats for final media products • Image files • Lossy and Lossless compression • Audio Files • Moving image files • File compression: o Lossy and Lossless compression ***Tier 3 vocab:*** ➢ *Bitmap image* ➢ *Vector image* ➢ *Lossless compression* ➢ *Lossy compression* ➢ *Copyright* ➢ *Libel* ➢ *Slander*	Students will review and begin revision tasks ready for the June series terminal exam.	

• assets • Animation software Resources used to capture audio • Hardware and peripherals • microphone • recording devices • Audio capture software Planning techniques for animation with audio • Pre-production documentation for content • storyboards • scripts • timelines • graphic scores • Planning for style • style of animation and audio appropriate for clients and audiences ***Tier 3 vocab:*** ➢ Advertising/ promotion ➢ Storytelling/ narrative ➢ Information ➢ Mood/emotion ➢ Scene setting	• enhancing sounds in audio editing software • exporting and asset management Techniques used to create and edit animation • Tools and techniques of animation creation • software to generate and enhance movement • timelines • keyframes • tweening • layering • saving in native file format to help version • control and editing Techniques used to combine and edit digital audio to create soundtracks • Tools and techniques of audio editing software to • edit and combine sounds • cut, split, trim and extend soundtracks • use of multiple audio tracks within files • mixing sounds • enhancing sounds using effects • techniques to save and export audio files in • formats which are compatible with animation • software Techniques used to integrate animation and audio components within animation software	• Suitability for target audience • suitability of content • accessibility • Review of audio-visual quality, aesthetics, appeal • and engagement **Tier 3 vocab:** ➢ *Viseme* ➢ *Roll Back* ➢ *Soundtrack* ➢ *Export* ➢ *Save* ➢ *MP3* ➢ *WAV* ➢ *Test* ➢ *Test Plan* ➢ *MOV* ➢ *MPEG* ➢ *MP4* ➢ *H.264* ➢ *H.265*	➢ *Data Protection* ➢ *Creative Commons Licence* ➢ *Permissions* ➢ *Watermarks* ➢ *Resolution* ➢ *Pixel dimension* ➢ *Bit depth* ➢ *Sample rate* ➢ *Codec*		

	• Tools and techniques of software to combine and • synchronise animation with audio • layers • synchronisation • volume control • native file formats ***Tier 3 vocab:*** ➢ Storyboards ➢ scripts ➢ timelines ➢ graphic scores ➢ Viseme				
They will understand *(key concepts)*					
➢ The process of using scripting and storyboarding to create a finished product ➢ How to utilise the planning documents needed to create the assets needed for production. ➢ How imaginative work can be derivative ➢ How to balance following conventions with originality /imagination to produce creative products ➢ How original work differs from adaptations to existing designs	➢ Recording and mixing audio and animation ➢ The purpose and uses of software, hardware and tools available for capturing and recording mono, stereo and binaural audio ➢ The suitability and key features of different microphone types and software applications, USB 'lag' and delay ➢ Why designers use specific resources ➢ The positive and negative impacts resource choice has on final products	➢ Using native, software specific formats to maintain editable versions of audio ➢ Exporting audio for use within animation using suitable file formats and properties. ➢ Saving animation in native software using propriety formats to maintain editable versions during creation ➢ Using settings/process to export animation for ➢ digital distribution including: ➢ compatibility with smartphones and tablets ➢ compatibility with streaming/apps/download sites/platforms such as Vimeo, YouTube ➢ The structure, content and use of test plans, checklists and success criteria	➢ The purpose of, and reasons for, each legal consideration ➢ What is required of media producers to comply with each legal consideration ➢ The impact of 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 ➢ Know the characteristics of the types of platforms	➢ Review and Revision	End of Course

			➢ 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		
They will know how to *(key skills)*					
➢ Plan, record and edit audio for use in coursework, using Audacity. ➢ Use Blender (or other relevant software) to create animation	➢ Plan, record and edit audio for use in coursework, using Audacity. ➢ Use Blender (or other relevant software) to create animation ➢	➢ How to record test/check results and how and when to retest ➢ How and why to test iteratively during both during production and post-production ➢ Check the quality of visual elements e.g. frame ➢ rate, smoothness, lag ➢ Check the quality of audio elements e.g. ➢ volume, mixing, distortion, clarity ➢ Check synchronisation of visual and audio ➢ elements at key points in animations to make sure ➢ sounds match the visual content ➢ Check the suitability of file formats used for animations with audio product against lists of compatible formats with the intended platforms, devices or distribution channels	➢ How DPI/PPI relates to resolution and image quality ➢ 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 ➢ 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	➢ Review and Revision	End of Course

			➢ 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		