

Curriculum Overview

GCSE iMedia

KS4

	Year 10	Year 11
Half term 1	<p>R093: Media Industry Sectors and Products Overview: Introduces different media sectors (film, TV, gaming, publishing, advertising) and their products.</p> <p>Areas of Interest: Types of media products, cross-media convergence, distribution platforms.</p> <p>Skills Learned: Identifying sectors, analysing product types, understanding audience targeting.</p>	<p>R095: Techniques to Obtain, Create and Manage Assets Overview: Covers sourcing and managing comic assets.</p> <p>Areas of Interest: Original artwork, scanned images, digital asset libraries.</p> <p>Skills Learned: Asset organization, copyright awareness, file management.</p>
Half term 2	<p>R093: Pre-Production Documentation – Idea Generation Overview: Focuses on brainstorming and planning creative ideas for media projects.</p> <p>Areas of Interest: Mind maps, mood boards, sketches, concept development.</p> <p>Skills Learned: Creative thinking, organizing ideas visually, linking concepts to project briefs.</p>	<p>R095: Techniques Used to Create and Review Comics with Characters Overview: Practical creation of comic pages and character integration.</p> <p>Areas of Interest: Drawing tools, digital illustration, review and feedback.</p> <p>Skills Learned: Comic production, character design, iterative improvement.</p>

<p>Half term 3</p>	<p>R094: Techniques to Plan Visual Identity and Digital Graphics Overview: Covers planning for branding and visual identity in digital graphics.</p> <p>Areas of Interest: Brand guidelines, colour theory, typography, layout planning.</p> <p>Skills Learned: Applying design principles, creating pre-production plans, interpreting client briefs.</p>	<p>R093: Sources of Research and Types of Research Data Overview: Understanding primary and secondary research for media projects.</p> <p>Areas of Interest: Surveys, focus groups, online analytics.</p> <p>Skills Learned: Data collection, interpreting research, applying findings to design.</p>
<p>Half term 4</p>	<p>R094: Tools and Techniques to Create Visual Identity and Digital Graphics Overview: Practical unit on using software to produce graphics.</p> <p>Areas of Interest: Adobe Photoshop tools, layers, masks, effects.</p> <p>Skills Learned: Digital image editing, applying branding elements, exporting graphics for use.</p>	<p>R093: The Legal Issues that Affect Media and Their Job Roles Overview: Examines laws and regulations impacting media production.</p> <p>Areas of Interest: Copyright, GDPR, intellectual property, job responsibilities.</p> <p>Skills Learned: Legal compliance, ethical decision-making, understanding industry roles.</p>
<p>Half term 5</p>	<p>R094: Technical Skills to Source, Create and Prepare Assets Overview: Focuses on gathering and preparing assets for digital graphics.</p> <p>Areas of Interest: File formats, resolution, copyright compliance.</p> <p>Skills Learned: Asset sourcing, image optimization, preparing files for integration.</p>	<p>Exam Revision & Projects Overview: Consolidates learning through revision and practical projects.</p> <p>Areas of Interest: Past papers, mock exams, project-based tasks.</p> <p>Skills Learned: Time management, exam technique, applying theory to practice.</p>

Half term 6

R095: Pre-Production and Planning Documentation for Comics

Overview: Planning comic layouts and storylines.

Areas of Interest: Storyboards, panel design, character development.

Skills Learned: Narrative planning, visual sequencing, layout design.

Curriculum Overview

A-Level Media

KS5

	Year 12	Year 13
Half term 1	<p>Media Forms and Platforms Overview: Introduces different media forms (TV, film, advertising, online, magazines) and platforms (digital, print, broadcast).</p> <p>Areas of Interest: Convergence, cross-platform distribution, technological change.</p> <p>Skills Learned: Identifying media forms, analysing platform strategies, understanding synergy.</p>	<p>Media Social Context Overview: Examines how media reflects and influences social issues.</p> <p>Areas of Interest: Social change, identity, cultural trends.</p> <p>Skills Learned: Contextual analysis, linking media to social debates.</p>
Half term 2	<p>Media Representation Overview: Examines how media represents gender, ethnicity, age, and issues.</p> <p>Areas of Interest: Stereotypes, dominant ideologies, representation theories (Hall, Van Zoonen).</p> <p>Skills Learned: Critical analysis of representation, applying theoretical frameworks, evaluating impact on audiences.</p>	<p>Media Cultural Contexts Overview: Focuses on cultural significance and global perspectives.</p> <p>Areas of Interest: Cultural imperialism, globalisation, diversity.</p> <p>Skills Learned: Critical evaluation of cultural impact, applying global media theories.</p>
Half term 3	<p>Media Industries Overview: Explores ownership, regulation, production, and distribution in media sectors.</p> <p>Areas of Interest: Vertical/horizontal integration, global conglomerates, regulation bodies (Ofcom, ASA).</p>	<p>Social, Political, Economic and Cultural Factors Overview: Explores how wider contexts shape media production and consumption.</p> <p>Areas of Interest: Political bias, economic pressures, cultural values.</p>

	<p>Skills Learned: Industry analysis, understanding economic models, evaluating regulatory impact.</p>	<p>Skills Learned: Contextual interpretation, linking macro factors to media texts.</p>
Half term 4	<p>Media Language and Audiences Overview: Focuses on codes, conventions, and how audiences interpret media texts.</p> <p>Areas of Interest: Semiotics, narrative structures, audience theories (Uses & Gratifications, Reception Theory).</p> <p>Skills Learned: Textual analysis, applying media language concepts, audience profiling.</p>	<p>NEA (Completion and Evaluation) Overview: Finalizing and evaluating practical projects.</p> <p>Areas of Interest: Reflective practice, meeting client briefs.</p> <p>Skills Learned: Critical self-evaluation, refining creative work.</p>
Half term 5	<p>Close Study Products (CSPs) Overview: Detailed study of set texts across media forms.</p> <p>Areas of Interest: Contextual analysis, applying theories to CSPs.</p> <p>Skills Learned: Comparative analysis, linking theory to practice, exam-style responses.</p>	<p>Exam Revision Overview: Consolidates all theoretical and practical knowledge for exams.</p> <p>Areas of Interest: Past papers, timed essays, CSP reviews.</p> <p>Skills Learned: Exam technique, time management, synthesis of theory and analysis.</p>
Half term 6	<p>NEA (Non-Exam Assessment) Overview: Practical production of cross-media products based on a brief.</p> <p>Areas of Interest: Planning, design, production, evaluation.</p> <p>Skills Learned: Creative design, technical production, project management.</p>	