

Curriculum Map – Creative iMedia Year 10 (cohort 20)

	1	2	3	4
Y10	<p>Topic Title Visual identity and Digital Graphics</p>	<p>Topic Title Visual identity and Digital Graphics - NEA</p>	<p>Topic Title The Creative iMedia industry 1</p>	<p>Topic Title Animation with Audio - Preproduction</p>
	<p>Big Questions: How do companies use names, logos and slogans/strap lines to create an effective digital branding campaign? How do I obtain, create and manage assets?</p>	<p>Big Questions: <i>To be given out with the NEA instructions</i></p>	<p>Big Questions: What are the different sectors that form the media industry and how these are evolving? What can I do in the iMedia industry to earn money and how do these roles interact with each other? What makes an effective and targeted infographic What are the codes and conventions used in the industry?</p>	<p>Big Questions: What features and conventions are used for animations and audio? What resources are used to create animation with audio? What makes successful preproduction planning documents?</p>
Assessment	<p>CFU: Raster v Vector Conventions of layout Conventions of colour Typography NEA trials: Clothing store, Burger restaurant. Assessed in line with exam board mark scheme</p>	<p>NEA Assessed in line with exam board mark scheme</p>	<p>CFU Purpose of iMedia products Job roles Demographics Research Methods</p>	<p>CFU Styles of animation Resources used for animation Planning documents</p>