

Brief overview					
Students will start Year 10 completing the first mandatory NEA worth 25% of their final GCSE grade - a scenario set by the exam board. As part of this unit, students will learn how to develop visual identities for clients. They will also learn to apply the concepts of graphic design to create original digital graphics which incorporate a visual identity, to engage a target audience. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry. Once this unit is completed, they will move onto completing some of the theory that will form part of their exam at the end of Year 11. Students will learn about the pre-production documents that are used in industry to plan products and the legal issues that affect media. The last half term will be spent starting the second NEA as the new scenario is released by the exam board. In this unit, students will learn to design and create original characters that convey emotion and personality. They will also learn to set their characters within stories of their own making which flow logically and engage the reader whilst learning the conventions of comics.					
Term	Autumn	Spring		Summer 1	Summer 2
Unit title	<b>R094 Visual identity and digital graphics</b>	<b>R094 Visual identity and digital graphics</b>	<b>R093 Creative iMedia in the media industry</b> <i>*This theory will run alongside the R094 NEA unit this term*</i>	<b>R093 Creative iMedia in the media industry.</b>	<b>R095 Characters and comics</b>
Big question/ core concept	<p><i>Topic Area 1: Develop visual identity</i></p> <ol style="list-style-type: none"> <li>Design concepts for the visual identity</li> <li>Justification showing an understanding of the extent to which the visual identity is fit for purpose</li> </ol> <p><i>Topic Area 2: Plan digital graphics for products</i></p> <ol style="list-style-type: none"> <li>Produce planning documentation for the digital graphic product</li> </ol> <p><i>Topic Area 3: Create visual identity</i></p> <ol style="list-style-type: none"> <li>Use of technical skills to create a visual identity</li> <li>Appropriate properties and format of visual identity</li> </ol>	<p><i>Topic Area 3: Create digital graphics</i></p> <ol style="list-style-type: none"> <li>All assets prepared</li> <li>Use of technical skills to create digital graphic</li> <li>Appropriate properties and format of digital graphic</li> </ol>	<p><i>Topic Area 3: Pre-production planning</i></p> <ol style="list-style-type: none"> <li>What is the purpose of a pre-production document?</li> <li>Why do we need to think about legal considerations?</li> <li>What is intellectual property?</li> </ol>	<p><i>Topic Area 3: Pre-production planning</i></p> <ol style="list-style-type: none"> <li>What is required of media producers to respect intellectual property rights?</li> <li>What is the purpose of regulation?</li> </ol>	<p><i>Topic Area 1: plan characters and comic</i></p> <ol style="list-style-type: none"> <li>Interpretation of client requirements including target audience</li> <li>Pre-production documents supporting the creation of the character and comic</li> </ol>
Knowing	<p><i>Purpose, elements &amp; design of visual identity:</i></p> <ul style="list-style-type: none"> <li>Purpose of visual identity</li> <li>Component features of a visual identity</li> <li>Elements of a visual identity</li> <li>Visual identity design style</li> </ul> <p><i>Graphic design and conventions</i></p> <ul style="list-style-type: none"> <li>Concepts of graphic design</li> <li>Layout conventions for different graphic products and purposes</li> </ul> <p><i>Properties of digital graphics and use of assets</i></p> <ul style="list-style-type: none"> <li>Technical properties of images &amp; graphics</li> <li>Vector graphic properties</li> <li>Licences &amp; permission use assets sourced from</li> </ul> <p><i>Techniques to plan visual identity and digital graphics</i></p> <ul style="list-style-type: none"> <li>Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics <ul style="list-style-type: none"> <li>Mood board</li> <li>Mind map</li> <li>Concept sketch</li> <li>Visualisation diagram</li> </ul> </li> </ul>	<p><i>Tools &amp; techniques of image editing software used to create digital graphics:</i></p> <ul style="list-style-type: none"> <li>Software tools &amp; techniques used to create digital graphics (canvas size, layout tools, drawing tools, adjustments to brightness/contrast and colour, use of selections, use of layers, retouching, typography, filters/effects)</li> </ul> <p><i>Technical skills to source, create and prepare assets for use:</i></p> <ul style="list-style-type: none"> <li>Source assets for use in digital graphics</li> <li>Create assets for use in digital graphics</li> <li>Modify images and other assets to make sure the technical compatibility</li> <li>Store assets for use</li> </ul> <p><i>Techniques to save and export visual identity and digital graphics:</i></p> <ul style="list-style-type: none"> <li>File formats</li> <li>Repurposing</li> </ul>	<p><i>Work planning</i></p> <ul style="list-style-type: none"> <li>Components of workplans</li> </ul> <p><i>Documents used to support ideas generation:</i></p> <ul style="list-style-type: none"> <li>Mind maps</li> <li>Mood boards</li> </ul> <p><i>Documents used to design and plan media products</i></p> <ul style="list-style-type: none"> <li>Asset log</li> <li>Flowchart</li> <li>Script</li> <li>Storyboard</li> <li>Visualisation diagram</li> <li>Wireframe layout</li> </ul>	<p><i>The legal issues that affect media:</i></p> <ul style="list-style-type: none"> <li>Privacy and permissions</li> <li>Defamation</li> <li>Data protection</li> </ul> <p><i>Intellectual property rights</i></p> <ul style="list-style-type: none"> <li>Protecting IP</li> <li>Using copyrighted materials</li> </ul> <p><i>Regulation, certification and classification</i></p> <ul style="list-style-type: none"> <li>Organisations responsible for regulation</li> <li>Classification systems &amp; certifications</li> </ul> <p><i>Health and safety</i></p> <ul style="list-style-type: none"> <li>Health and safety risks and hazards in all phases of production</li> <li>Actions to mitigate health and safety risks and hazards</li> <li>Risk assessments</li> <li>Location recce</li> </ul>	<p><i>Character features and conventions</i></p> <ul style="list-style-type: none"> <li>Types of character</li> <li>Features of characters</li> <li>Characteristics and conventions</li> <li>Digital characters' facial characteristics and how they are used to convey emotion</li> <li>Use of visual styles to create distinctive and recognisable characters</li> </ul> <p><i>Conventions of comics</i></p> <ul style="list-style-type: none"> <li>Conventions of comic design and layout</li> <li>Conventions for storytelling within comics</li> <li>Comic panel story flow</li> <li>Communication bubbles</li> <li>Narration/captions</li> <li>Creativity in characters and comics</li> </ul> <p><i>Resources required to create characters and comics</i></p> <ul style="list-style-type: none"> <li>Resources used to create characters and comics</li> <li>Software used to create characters</li> <li>Software used to create comics</li> </ul> <p><i>Pre-production and planning documentation</i></p> <ul style="list-style-type: none"> <li>Pre-production for characters</li> </ul>
Applying	<ul style="list-style-type: none"> <li>Develop ideas for a visual identity (concept sketch)</li> <li>Justify design choices and why the visual identity is fit for purpose <ul style="list-style-type: none"> <li>consider both the client and target audience/consumer</li> </ul> </li> <li>Produce relevant planning documents for the digital graphic product using pre-production documents (this could include): <ul style="list-style-type: none"> <li>Mind map</li> <li>Mood board</li> <li>Visualisation diagram</li> </ul> </li> <li>Identify the details of assets to be used including permissions</li> <li>Create the visual identity <ul style="list-style-type: none"> <li>create the visual identity designed</li> <li>Save the visual identity for use within digital graphic product</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Create the other assets for the digital graphic product <ul style="list-style-type: none"> <li>Create and/or source assets</li> <li>Prepare and save the assets</li> </ul> </li> <li>Create the digital graphic products <ul style="list-style-type: none"> <li>Use image editing software to create the digital graphic</li> <li>Repurpose the digital graphic for online use</li> </ul> </li> <li>Export your digital graphic products</li> <li>Choose suitable electronic formats and properties for the finished digital graphic</li> </ul>	<ul style="list-style-type: none"> <li>Create a work plan based on a given scenario</li> <li>Annotate components of a work plan</li> <li>Being able to create and apply pre-production documents to different scenarios</li> <li>Review exiting pre-production documents</li> </ul>	<ul style="list-style-type: none"> <li>Apply understanding of legal requirements exist within the media sector and how they are followed</li> <li>Apply understanding of risks and hazards to consider and how to mitigate them</li> <li>Describe the purpose of a location recce</li> <li>Describe the purpose of a risk assessment</li> </ul>	<ul style="list-style-type: none"> <li>Produce an interpretation of the client brief: <ul style="list-style-type: none"> <li>Target audience</li> <li>Generate original ideas</li> <li>Explain how ideas would meet the client brief and appeal to the target audience</li> </ul> </li> <li>Produce relevant pre-production and planning documentation <ul style="list-style-type: none"> <li>character</li> <li>storyline</li> </ul> </li> </ul>
Assessment	Completion of R094 NEA – marked using the exam board URS			Topic area 3 assessment	Completion of R095 NEA – marked using the exam board URS

Brief overview

Students will continue completing the second NEA started at the end of Year 10. In this unit, students will learn to design and create original characters that convey emotion and personality. They will also learn to set their characters within stories of their own making which flow logically and engage the reader whilst learning the conventions of comics. Students will study the theory that is needed for the exam element of the course. This will start off learning about the sectors, products and job roles that form the media industry. They will then learn about how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. The final topic area they will study looks at distribution considerations looking at the different types of platform and media and different files and formats to reach different audiences and suit different purposes.

Term	Autumn	Spring 1	Spring 2	Summer 1	Summer 2
<b>Unit title</b>	<b>R095 Characters and comics</b>	<b>R093 Creative iMedia in the media industry</b> <i>*This theory will run alongside the R095 NEA unit this term*</i>	<b>R095 Characters and comics</b>	<b>R093 Creative iMedia in the media industry</b> <i>*This theory will run alongside the R095 NEA unit this term*</i>	<b>R093 Creative iMedia in the media industry</b>
<b>Big question/ core concept</b>	<p><i>Topic Area 1: plan characters and comic</i></p> <ol style="list-style-type: none"> <li>Pre-production documents supporting the creation of the character and comic</li> <li>Understanding of how assets contribute to the effectiveness of the final product</li> </ol>	<p><i>Topic Area 1: The Media Industry</i></p> <ol style="list-style-type: none"> <li>What are the different sectors of the media industry?</li> <li>What is the difference between traditional and new media?</li> <li>How do the different roles contribute to the creation of media products?</li> <li>Why does the size and scale of projects mean that individuals may perform more than one role?</li> </ol> <p><i>Topic Area 2: Factors influencing product design</i></p> <ol style="list-style-type: none"> <li>What is the main purpose of a client brief?</li> <li>How are they communicated?</li> <li>What is the purpose of conducting research?</li> </ol>	<p><i>Topic Area 2: Create characters and comic</i></p> <ol style="list-style-type: none"> <li>Use of technical skills to create components and comic</li> <li>Appropriate properties and format of components and comic</li> </ol> <p><i>Topic Area 3: Review characters and comic</i></p> <ol style="list-style-type: none"> <li>Testing/checking the effectiveness of the final product</li> <li>Review its suitability</li> <li>Recommendations for improvements and further development</li> </ol>	<p><i>Topic Area 2: Factors influencing product design</i></p> <ol style="list-style-type: none"> <li>How does content and codes work together to convey meaning, create impact and engagement?</li> </ol> <p><i>Topic Area 4: Distribution considerations</i></p> <ol style="list-style-type: none"> <li>How do the characteristics of platforms affect the selection of final product file formats?</li> <li>What is meant by DPI?</li> <li>What is the difference between bitmap and vector images?</li> <li>What is meant by sample rate and bit depth?</li> <li>What is meant by frame rate?</li> <li>What is compression?</li> </ol>	Revision, practice papers
<b>Knowing</b>	<p><i>Pre-production and planning documentation - comics</i></p> <ul style="list-style-type: none"> <li>Plot structure</li> <li>Story script</li> <li>Storyboard</li> <li>Panel layout</li> <li>Panel shot types and their meaning</li> <li>Panel content</li> </ul>	<p><i>Media Industry sectors and products:</i></p> <ul style="list-style-type: none"> <li>Sectors of the media industry</li> <li>Products in the media industry</li> </ul> <p><i>Job roles in the media industry:</i></p> <ul style="list-style-type: none"> <li>Creative</li> <li>Technical</li> <li>Senior roles</li> </ul> <p><i>How style, content and layout are linked to...</i></p> <ul style="list-style-type: none"> <li>Purpose</li> <li>Style, content and layout</li> </ul> <p><i>Client requirements and how they are defined</i></p> <ul style="list-style-type: none"> <li>Client requirements</li> <li>Client brief formats</li> </ul> <p><i>Audience demographics and segmentation</i></p> <ul style="list-style-type: none"> <li>Categories of audience segmentation</li> </ul> <p><i>Research methods, sources and types of data</i></p> <ul style="list-style-type: none"> <li>Primary research methods</li> <li>Secondary research sources</li> <li>Research data</li> </ul>	<p><i>Techniques to obtain and create components for use within comics:</i></p> <ul style="list-style-type: none"> <li>Technical skills to create characters</li> <li>Techniques for creating assets</li> </ul> <p><i>Technical skills to create comics</i></p> <ul style="list-style-type: none"> <li>Combining assets into comic panels</li> <li>Transfer a script, storyline/storyboard into a comic strip</li> </ul> <p><i>Techniques to save/ publish characters and comics</i></p> <ul style="list-style-type: none"> <li>Saving and publishing characters in suitable formats</li> <li>Saving and exporting comic</li> </ul> <p><i>Techniques to check/review characters and comics:</i></p> <ul style="list-style-type: none"> <li>Checking the technical properties of characters and comics</li> <li>Reviewing characters and comics</li> </ul> <p><i>Improvements and further developments</i></p> <ul style="list-style-type: none"> <li>Character and comic constraints</li> <li>Character and comic improvements</li> <li>Further development opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Topic area 2 recap so far</li> <li><i>Media codes used to convey meaning, create impact and/or engage audiences</i></li> <li>Media codes</li> <li>Ways that meaning, impact and engagement are created</li> </ul> <p><i>Distribution platforms and media to reach audience</i></p> <ul style="list-style-type: none"> <li>Online</li> <li>Physical platforms</li> <li>Physical media</li> </ul> <p><i>Properties and formats of media files</i></p> <ul style="list-style-type: none"> <li>Image files</li> <li>Audio files</li> <li>Moving image files</li> <li>File compression</li> </ul>	
<b>Applying</b>	<ul style="list-style-type: none"> <li>Produce relevant pre-production and planning documentation for the comic <ul style="list-style-type: none"> <li>Mood boards</li> <li>Mind maps</li> <li>Storyboard</li> <li>Script</li> <li>Panel layout</li> </ul> </li> <li>Identify the assets required and explain their planned use in the character and comic <ul style="list-style-type: none"> <li>Create asset log</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Create a job description for a given scenario</li> <li>Identify correct job for a given task</li> <li>Interpret client requirements</li> <li>Identify the target audience categories</li> <li>Explain how target audience requirements will be met for a given scenario</li> <li>Apply knowledge of research methods to exam questions</li> </ul>	<ul style="list-style-type: none"> <li>Create components <ul style="list-style-type: none"> <li>create and/or source any assets which will form your character</li> <li>Create the character planned</li> <li>Save and export the character</li> <li>create and/or source the assets for other components</li> </ul> </li> <li>Create, export and publish the comic</li> <li>Check and review character and comic</li> <li>Recommend areas for improvement and further development</li> </ul>	<ul style="list-style-type: none"> <li>Explain how codes are used to convey meaning and create impact</li> <li>Explain the advantages and disadvantages of the types of platforms and media</li> <li>Explain how the characteristics of platforms affect the selection of final product file formats in a given scenario</li> <li>Explain how DPI affects resolution a</li> <li>Apply knowledge of sample rate, bit dept.</li> <li>Explain the difference between Lossy and Lossless compression</li> </ul>	
<b>Assessment</b>	<ul style="list-style-type: none"> <li>Completion of R095 NEA – marked using the exam board URS</li> </ul>	<ul style="list-style-type: none"> <li>Topic area 1 assessment</li> </ul>	<ul style="list-style-type: none"> <li>Completion of R095 NEA – marked using the exam board URS</li> </ul>	<ul style="list-style-type: none"> <li>Topic area 2 assessment</li> <li>Topic area 4 assessment</li> </ul>	