



Subject: Creative: Creative iMedia

Head of Department: Mr A. Dickens

Curriculum Intent

Hornchurch High School's Creative iMedia curriculum will equip learners with a range of creative media skills and provide opportunities to develop transferable skills, such as research, planning, review, working with others and communicating creative concepts effectively. Through the use of these skills, learners will ultimately be creating fit-for-purpose creative media products by developing creative solutions in response to design briefs. The written paper will also assess their understanding of the importance and impact of technology and media products in modern society. Our essential wider curriculum allows students to become highly proficient in the use of specialised software, which are sought after skills in related industries. Trips and workshops allow our students to see the power of media products in the working world and aid them to make informed career and further education decisions. The intention of the curriculum is to not only to develop digitally literate citizens but to empower our pupils with computational skills, so they are more proficient in conceptualising and understanding computer-based technology and are better equipped to function in an ever evolving technological environment.

Year 10 Topics

- Autumn Term 1 – Properties and formats of media files / Inkscape skills /Practice NEA
- Autumn Term 2 – Practice NEA / Live NEA
- Spring Term 1 – Live NEA R094 – Logo creation
- Spring Term 2 – Media industry sectors and products / Job roles in the media industry
- Summer Term 1 – Style content and layout / Client requirements / Audience demographic and segmentation / Research methods & types and sources of data / media codes
- Summer Term 2 – Pre production planning / Distribution considerations / Skills for Yr 11 NEA

Year 11 Topics

- Autumn Term 1 – Properties and formats of media files / NEA overview (inc Canva comic creator) Client brief / audience demographic / pre-production planning
- Autumn Term 2 – Live NEA – R095 Comic creation
- Spring Term 1 – Re-visit theory from YR 10
- Spring Term 2 – Style content and layout / Client requirements / Audience demographic and segmentation / Research methods & types and sources of data /



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- Summer Term 1 – Media codes / preproduction planning / distribution considerations
- Summer Term 2 – GCSE exams

GCSE Specification Details and Assessment:

OCR Cambridge National in Creative iMedia

R093 – Creative media in the media industry - Compulsory examination – 1hr 30 mins 40% weighting

R094 – Visual identity and digital graphics – Compulsory NEA – 25% weighting

R095 – Characters and comics – Our chosen optional NEA unit – 35% weighting

<https://www.ocr.org.uk/Images/610942-specification-cambridge-nationals-creative-imedia-j834.pdf>

Spiritual, moral, social and cultural development (SMSC)

As part of our Creative iMedia curriculum students are taught to think and produce work that reflects the needs of diverse audiences within our community and the wider community. Pupils may also be asked to buddy, evaluate and critique each other work whilst taking the role of the client. Additionally, through client briefs, pupils consider issues surrounding the stereotyping of genders and sexes and learn how the media exploits these stereotypes for marketing purposes. Pupils consider how media agencies target different demographics and learn about the categories that are used to segment the market such as age, ethnicity, income and gender. They will be taught about creating neutral campaigns and how some campaigns alienate different communities, and an acceptance of different opinions and viewpoints is essential in media as the creative element of the course ensures that each pupils work is individual and pupils must learn to accept the viewpoints, tastes and ideas of others.

Creative iMedia provides opportunities for reflection of media interaction and asks the pupils to consider how the media influences their own viewpoints. The course also gives students the opportunity to explore their own creativity and express themselves as individuals.

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