

# Subject Overview: OCR National in iMedia

## Media: The Birchwood Way

### The Curriculum Journey

Year	HT1	HT2	HT3	HT4	HT5	HT6
10	<p><b>R094 Topic area 1 – Understanding Visual identity</b></p> <p>Learning question: Can I understand what visual identity is and apply concepts of graphic design?</p> <p>Key knowledge: Design principles – white space, font styles, colours, accessibility. Purpose and audience</p>	<p><b>R094 Topic area 1 – Designing visual identity (R094)</b></p> <p>Learning question: Can I understand how to effectively plan and create a digital graphic?</p> <p>Key knowledge: planning techniques, visualisation diagrams, moodboards, properties of digital graphics format, file formats, tools for editing graphics in photoshop</p> <p>Understanding of copyright laws/intellectual property law</p>	<p><b>Completing the R094 OCR digital assignment independently</b></p> <p>Learning question: Can I understand how to design and create visual identity and graphics?</p> <p>Key knowledge: Design principles – white space, font styles, colours, accessibility. Purpose and audience. planning techniques, visualisation diagrams, moodboards, properties of digital graphics format, file formats, tools for editing graphics in photoshop</p>	<p><b>Completing the R094 OCR digital assignment independently – (continued)</b></p> <p>Learning question: Can I understand how to design and create visual identity and graphics?</p> <p>Key knowledge: Design principles – white space, font styles, colours, accessibility. Purpose and audience. planning techniques, visualisation diagrams, moodboards, properties of digital graphics format, file formats, tools for editing graphics in photoshop</p>	<p><b>R097 Topic area 1 – Features and conventions of Interactive digital media</b></p> <p>Learning question: Can I understand what defines interactive digital media and how to plan a successful product?</p> <p>Key knowledge: Features and conventions of interactive digital media, formats, purposes, resources needed and where to source them from - video, photo, audio</p> <p>Understanding of copyright laws/intellectual property law</p>	<p><b>Completing the R097 OCR digital assignment independently</b></p> <p>Learning question: Can I understand how to design and create an interactive media product to meet requirements of a brief?</p> <p>Key knowledge: Features and conventions of interactive digital media, formats, purposes, Planning techniques, resources needed and where to source them from - video, photo, audio</p> <p>Editing skills, video, photo, audio</p> <p>Understanding of copyright laws/intellectual property law</p>
Building and revisiting	What they see/hear through advertising and products they use	Topic areas 1 and 2 KS3 learning about using software tools	Topic areas 1, 2 and 3	Topic areas 1, 2 and 3	R094 Topic area 1 R094 Topic area 2 KS3 knowledge of planning documents and hardware needed	R094 Topic area 3 KS3 knowledge of software tools
Assessment	RAP: Recall 5, learning log reviews, low stakes quizzes, End of topic test	RAP: Recall 5, learning log reviews, low stakes quizzes, End of topic test	KAST 1 Assessed in line with OCR guidelines	Assessed in line with OCR guidelines	RAP: Recall 5, learning log reviews, low stakes quizzes	RAP: KAST 2 Recall 5, learning log reviews, low stakes quizzes, End of topic test

Year	HT1	HT2	HT3	HT4	HT5	HT6
11	<p><b>Completing the R097 OCR digital assignment independently</b></p> <p>Learning question: Can I understand how to design and create an interactive media product to meet requirements of a brief?</p> <p>Key knowledge: Features and conventions of interactive digital media, formats, purposes, Planning techniques, resources needed and where to source them from - video, photo, audio Editing skills, video, photo, audio Understanding of copyright laws/intellectual property law</p>	<p><b>Completing the R097 OCR digital assignment independently</b></p> <p>Learning question: Can I understand how to design and create an interactive media product to meet requirements of a brief?</p> <p>Key knowledge: Features and conventions of interactive digital media, formats, purposes, Planning techniques, resources needed and where to source them from - video, photo, audio Editing skills, video, photo, audio Understanding of copyright laws/intellectual property law</p>	<p><b>Exam topic R093 – planning documents</b></p> <p>Learning question: Can I understand how to use planning and design documents when working to a brief?</p> <p>Key knowledge: reading a client brief – audience, purpose. Formats and uses of different types of planning documents – mindmaps, storyboards, visualisation diagrams, work plans.</p>	<p><b>Exam topic R093 – Legislation and file formats</b></p> <p>Learning question: Can I understand legislation in relation to creative work and the best format to present it as?</p> <p>Key knowledge: Difference between Creative commons licence, copyright and Trade marks. How purpose affects format of work. Key file formats for graphics, video and audio work.</p>	<p><b>Exam topic R093 – production considerations</b></p> <p>Learning question: Can I understand how to work safely when producing different forms of media?</p> <p>Key knowledge: Health and safety when working on computers, how site recces are conducted for production work, risk assessments.</p>	
Building and revisiting	R094 Topic area 1 R094 Topic area 2 KS3 knowledge of planning documents and hardware needed	R094 Topic area 1 R094 Topic area 2 KS3 knowledge of planning documents and hardware needed	R094 Topic area 1 R094 Topic area 2 KS3 knowledge of planning documents and hardware needed	Topic areas 1 and 2 R094 copyright and legislation Software tools		
Assessment	Assessment in line with OCR guidelines	Assessment in line with OCR guidelines	RAP: Recall 5, learning log reviews, low stakes quizzes, End of topic test	RAP: Recall 5, learning log reviews, low stakes quizzes, End of topic test	RAP: Recall 5, learning log reviews, low stakes quizzes, End of topic test	