Curriculum Map – Cambridge National Creative iMedia – Year 10

Immanuel College
Church of England Academy

	Term 1	Term 2
Key focus	Creative iMedia in the media industry	Visual Imaging
Intent	Learners develop a foundational understanding of the media industry and its products, examining how media products are planned, designed, and produced. They explore roles, skills, and techniques used within the media sector and gain hands-on experience in creating media products that meet specific client needs and audience requirements.	Learners develop an understanding of the techniques and processes used in creating visual images for media products. They learn how to plan, capture, edit, and optimize images to suit specific briefs, understanding how visual imagery impacts audience engagement and conveys meaning in different media contexts.
Key knowledge and skills	AO1 - Understand the media industry, including types of media products and their purposes, target audiences, and the processes involved in media production. AO2 - Demonstrate planning skills by producing pre-production documents, such as mood boards, storyboards, scripts, and work plans. AO3 - Apply design and production techniques using appropriate media tools and software, ensuring the product meets client specifications. AO4 - Evaluate media products by reviewing design choices, effectiveness, and audience impact, and suggest areas for improvement.	AO1 - Demonstrate knowledge of visual imaging techniques, including composition, lighting, framing, and image editing principles. AO2 - Apply skills in planning visual projects, considering target audience, purpose, and technical requirements. AO3 - Develop technical abilities in using imaging software for editing and enhancing images, ensuring output meets client requirements. AO4 - Evaluate the effectiveness of visual images, considering factors like visual appeal, clarity, and adherence to the brief, while making suggestions for improvement.
Key words/ vocabulary	Media product, target audience, client requirements, pre-production, storyboard, mood board, work plan, digital asset, copyright, media format, post-production.	Composition, resolution, framing, lighting, file format, image manipulation, editing software, optimization, target audience, client brief, visual narrative.
Assessment method	Terminal Exam	Coursework – Unit R094. Internal assessment, including planning documentation, image creation, editing, and evaluation.
Wider links	*The Pixar Story* (documentary): Explores the creative process and digital production behind Pixar's animated films, highlighting the planning, design, and production stages. *Abstract: The Art of Design* (Netflix series): Focuses on various designers, including graphic design and digital media production, offering insight into creative processes. *Inside the Creative Agency*: Videos or articles from advertising and design agencies discussing project workflows, client interactions, and media production.	*Adobe Photoshop and Lightroom tutorials*: Resources on image editing and enhancement. *National Geographic photography case studies*: Examples of composition, lighting, and storytelling through visual imagery. *Photography Basics for Beginners* (online courses): Covering key concepts such as composition, framing, and lighting.
Enrichment opportunities		
Careers links	Roles such as media producer, video editor, digital marketing specialist, web developer, game designer, content creator, and other careers within the media and creative industries.	Photographer, graphic designer, photo editor, content creator, digital marketing specialist, visual artist, roles in media production, advertising, and creative design industries.

"**Perseverance** produces **character,** and character, **hope**" (Romans 5:4)