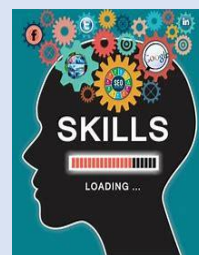
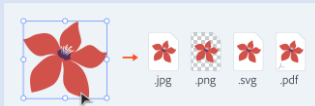
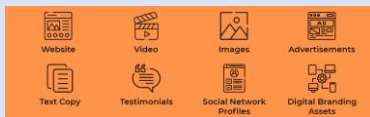


KS4 Creative iMedia Year 10



**Chosen
Optional
NEA**



NEA Modify, store, save and export images and graphics for use

R084 NEA Working on and submit for moderation)

Techniques to save and export visual identity and digital graphics

Summer Term

Chosen Optional NEA (working on)

PROGRESS TO YEAR 11

R094: Visual identity and digital graphics

OCR Creative iMedia R094 unit focuses on designing, creating, saving, and exporting a visual identity and digital graphic product to meet a client brief. It enables you to learn to develop pre-production documentation and acquire the tools and techniques necessary for effective visual identity and digital graphic creation.



Technical skills to source, create and prepare assets for use within digital graphic

Tools and techniques to create visual identity and digital graphics

Techniques to plan visual identity and digital graphics

Properties of digital graphics and use of assets

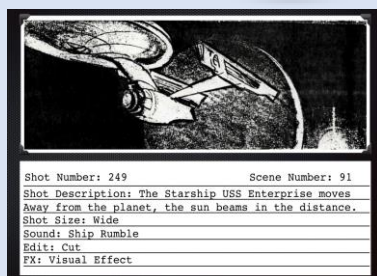
Graphic design concepts and conventions

Purpose, features, elements and design of visual identity

Spring Term

Preparation for R093: Examination

Revision



- .MOV
- .MPEG4
- .AVI
- .WMV
- .MPEGPS
- .FLV
- 3GPP
- WebM



Documents used to design and plan media products

Distribution platforms and media to reach audiences

Properties and formats of media files

Research methods and data

Legal considerations

Work planning documents used to support ideas generation

Media codes used to convey meaning, create impact and/or engage audiences

ANGLE	SHOT SIZE	MOTION
eye level	close up, extreme	360-degree
dutch	medium shot	zoom
low angle	long shot, extreme	pan, tilt
high angle, top angle	angle, two, three shot	dolly, crane
over the shoulder	POV	random



R093:
Creative
iMedia in the
media
industry

Audience demographics and segmentation

How style, content and layout are linked to the purpose client requirements and how they are defined

Media industry sectors and product

Autumn Term

YEAR 10