CNAT iMedia (Creative iMedia) Curriculum Overview

	Autumn Term		Spring Term		Summer Term	
Year 7	**7a Digital Literacy** Learning how to log on, store work effectively, and use Office 365, Teams, and Email. **Links:** *7c passwords, R093 TA4 file formats and storing media files*	**7b Computer Systems & Networking** Understanding hardware components like input/output devices, CPU, memory, and networking basics. **Links:** *R093 TA4 distribution platforms and devices, R099 TA1 game platforms*	**7c Online Safety** Learning about e-safety, laws, ethics, hacking, DDoS, malware, and security measures. **Links:** *7a passwords, R093 TA3 legal and ethical issues, 8e fake news*	**7d Graphics** Understanding vector and bitmap graphics, using fonts, colours, and images effectively, and learning photo editing tools. **Links:** *9a Digital graphics skills, R094 TA2 properties of digital graphics, 8d bitmaps*	**7e Spreadsheet Modelling** Using spreadsheet features like cell referencing, formatting, formulas, data collection, functions, and charts. **Links:** *R093 TA3 work planning (timescales and resources), R093 TA2 research data*	**7f Block based Programming** Introduction to programming concepts like sequencing instructions, iteration, inputs/variables, selection, concatenation, cumulative sum, and functions using Edublocks. **Links:** *8c text based programming, 8f algorithms, R099 TA2 game mechanics*
Year 8	**8a Augmented Reality** Introduction to AR and Blippar, including AR animations, interactions, and project planning with mindmaps and Lucidchart. Students build and test AR prototypes. **Links:** *R093 TA1 new media products (AR/VR), R093 TA3 documents to design and plan*	**8b Business & Finance** Covers basic business concepts, entrepreneurship, market research, business planning, the marketing mix (4Ps), financial basics, stakeholder roles, and business ethics. **Links:** *R093 TA2 client requirements and audience, R094 TA1 brand values*	**8c Text Based Programming** Introduction to Python programming basics: print, variables, data types, selection, iteration, lists, file handling, and functions. **Links:** *7f block based programming, 8f algorithms, R099 TA2 create digital games*	**8d Binary Data** Converting between binary and denary numbers, performing binary operations, representing images/sound in binary, and understanding Boolean logic circuits. **Links:** *7d bitmaps, R093 TA4 properties of media files, R094 TA2 resolution and DPI*	**8e Experience AI** Introduction to AI, how computers learn from data, addressing bias in AI, decision trees, solving problems with machine learning models, and exploring AI careers. **Links:** *7c fake news, R093 TA3 legal and ethical issues*	**8f Computational Thinking** Introduction to computational thinking, including abstraction, decomposition, algorithms, flowcharts, searching algorithms, and sorting algorithms **Links:** *7f + 8c algorithms, R099 TA1 planning a game (flow charts)*
Year 9	**9a Digital graphics skills** Students build confidence with imaging software (e.g. Photoshop or Photopea, plus a vector tool): layers, selections, cropping, colour adjustment, text, filters and effects. They compare bitmap and vector graphics and see how resolution and file format affect quality and file size. **Links:** *7d Graphics, 8d Binary Data*	R094 TA1: Develop visual identity Students learn the purpose of visual identity (brand recognition, brand values, loyalty) and its elements: name, logo and slogan or strapline. They explore how design choices (colour palette, typography and layout) communicate a brand to its target audience. **Links:** *8b Business & Finance, R093 TA2: client requirements and audience*	R094 TA2: Plan digital graphics for products Students study graphic design conventions, the properties of digital graphics (pixel dimensions, DPI/PPI, resolution, file formats, compression) and the legal use of assets. They practise planning techniques: mood boards, mind maps, visualisation diagrams and asset logs. **Links:** *8d Binary Data, R093 TA3: Pre-production planning*	R094 TA3: Create visual identity and digital graphics Students use the tools and techniques of imaging software to create a logo and a digital graphic that apply a visual identity consistently, then save and export them in formats that suit the client's purpose (e.g. web or print). **Links:** *9a Digital graphics skills, 7d Graphics*	R094 TA1–TA3: Practice brief Students complete a short practice brief: develop a visual identity, plan with a visualisation diagram and asset log, then create and export a digital graphic. Teacher feedback on the practice work prepares them for the set assignment. **Links:** *R094 TA1–TA3, R093 TA3: documents to design and plan*	R094 TA1: Develop visual identity – application for assignment Students begin the OCR set assignment, applying their knowledge to the client brief under NEA conditions. **Links:** *R093 TA2: Factors influencing product design* JUN – Assignment Brief Released (R094)
	R093 TA1: The media industry Students explore media industry sectors (traditional and new media) and the products they produce, and the creative, technical and senior job roles across pre-production, production and post-production. **Links:** *7d Graphics, 8a Augmented Reality*	R093 TA2: Factors influencing product design Students study how the purpose of a product, client requirements and audience demographics and segmentation shape design; primary and secondary research methods and sources; and how media codes (technical, symbolic and written) and style, content and layout link to purpose. **Links:** *8b Business & Finance (market research), R094 TA1: Develop visual identity* DEC – Assessment 1		R093 TA3: Pre-production planning Students learn work planning (phases, tasks, timescales, resources, contingencies, workflow), documents to generate ideas (mind maps, mood boards) and to design and plan (asset logs, flow charts, scripts, storyboards, visualisation diagrams, wireframes), and legal and ethical issues: privacy and data protection, defamation, intellectual property, regulation and classification, and health and safety. **Links:** *7c Online Safety (laws and ethics), R094 TA2: planning techniques* MAR – Assessment 2		
Year 10	R094 TA2: Plan digital graphics for products – application for assignment Students apply their knowledge to the OCR set assignment under NEA conditions, with retrieval starters to keep recall strong. **Links:** *R093 TA3: documents to design and plan*	R094 TA3: Create visual identity and digital graphics – application for assignment Under NEA conditions, students create the visual identity and digital graphic for the client, save and export them in suitable formats, and check them against the brief. **Links:** *9a Digital graphics skills, R093 TA4: properties and formats of media files*		R099 TA1: Plan digital games Students study the types, characteristics and conventions of digital games (genre, platform, game mechanics, audience) and the pre-production and planning documentation used to plan a game. **Links:** *7f Block based Programming, 8f Computational Thinking, R093 TA3: Pre-production planning*	R099 TA2: Create digital games – skills Students learn a game engine (e.g. GDevelop, Construct 3 or Unity): sprites, levels, controls, scoring, collisions and simple game mechanics. They write a game design document (GDD) and prepare assets by creating or editing images and sounds before importing them. **Links:** *8c Text Based Programming, 9a Digital graphics skills* APR – Submission of R094	R099 TA1: Plan digital games – application for assignment Students begin the OCR set assignment, applying their knowledge to the client brief under NEA conditions. **Links:** *R093 TA2: client requirements and audience* JUN – Assignment Brief Released (R099)
	R093 TA4: Distribution considerations Students compare distribution platforms and media (online and physical) and study the properties and formats of media files: image, audio and video properties, compression (lossy and lossless) and file formats suited to different platforms. **Links:** *8d Binary Data, R094 TA2: properties of digital graphics* OCT – Assessment 1	R093 TA1–TA4: Retrieval and exam technique Interleaved retrieval across all four topic areas. Students practise OCR command words and question types, from short answers to extended responses that apply knowledge to a scenario, using mark schemes to self- and peer-assess. **Links:** *R099 TA1: game sector, products and conventions* JAN – Assessment 2				
Year 11	R099 TA2: Create digital games – application for assignment Under NEA conditions, students produce the game design document (GDD), prepare and edit their assets, and build a playable game that meets the client brief. **Links:** *R099 TA2 skills (Year 10), 8c Text Based Programming*	R099 TA2: Create digital games (continued) – application for assignment Students complete the playable game, refining levels, interactions and game mechanics, and check it against the client's requirements and target audience. **Links:** *R093 TA2: client requirements*	R099 TA3: Review digital games – application for assignment Students test the game, review both the GDD and the game against the client brief, and identify improvements and further developments. Final work is checked before submission. **Links:** *R093 TA3: work planning*	Revisit all R093 TAs with a focus on retrieval, spaced and interleaved exam question practice. TA1: The media industry TA2: Factors influencing product design FEB – Mock 2	Revisit all R093 TAs with a focus on retrieval, spaced and interleaved exam question practice. TA3: Pre-production planning TA4: Distribution considerations APR – Submission of R099	
		R093 TA1–TA4: Full paper practice Timed practice on a full paper, then feedback that targets each student's weakest topic areas. **Links:** *R093 TA1–TA4* NOV – Mock 1				

R093 - Creative iMedia in the media industry (EXAM)
R094 - Visual identity and digital graphics
R099 - Digital games