The Fisher Way: Curriculum

The Fisher Way aims to educate and inspire with joy, faith and love because we are an inclusive Catholic community.

Successful and resilient learners who aspire to and achieve excellence

Confident individuals who can explore and communicate effectively

Responsible citizens who are active, loving and wise in all their endeavours

Subject	Creative iMedia
Year Group	Year 10
Intent	**Successful and resilient learners:** who can understand, and then apply a range of technology to make effective and creative digital artefacts for a clear purpose **Confident individuals:** who can use digital technology effectively, creatively and safely in their personal lives and future careers **Responsible citizens:** who understand the social and cultural impact that technology has on their lives and the lives of others

Narrative	The Year 10 Creative iMedia curriculum prepares pupils for R094 Visual Identity and Digital Graphics, the mandatory coursework unit, and begins their study of R093 Creative iMedia in the Media Industry, the examined unit. The autumn term builds practical confidence in Affinity Photo and Affinity Designer. Pupils learn to source and create assets, design logos, compile images, and use selection, text, retouching and editing tools, before saving and exporting graphics in the right formats. These are the skills they will need when they complete their coursework. In the first half of the spring term, pupils study the theory behind R094: the purpose and elements of visual identity, design and layout, graphic file formats, licences and permissions, and the planning documents used to design digital graphics. They then apply all of this in the R094 set assignment, which runs from the second half of the spring term into Summer 1. Pupils plan, create and review a visual identity and digital graphics for a client brief. In Summer 2, pupils begin R093, studying the sectors and products of the media industry, job roles, client requirements and audiences, research methods, and media codes such as camera work, lighting and mise en scene. By the end of Year 10, pupils will have completed their mandatory coursework and built a secure foundation for the R093 exam in Year 11.					
Half term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Knowledge (topics studied)	Creating Digital Graphics with Affinity Photo and Affinity Designer (Preparation for R094)		R094: Developing Visual Identity and Digital Graphics (Theory)	R094 Set Assignment		R093: The Media Industry and Product Design (Pack A)
Key skills	Learners source and create assets, recording where each one came from and how it can be used. They create logos in Affinity Designer, working with shapes, nodes, curves, typography and colour. In Affinity Photo they compile images from several sources using layers, selections and masks, isolate text and objects, and retouch and correct images with the healing, clone and adjustment tools. They finish by saving and exporting graphics in suitable file formats and resolutions for print and for screen.		Learners explain the purpose of a visual identity and the elements that make it up, including logos, typography, colour palettes and graphics. They apply design and layout principles such as white space, alignment, grids and colour systems. They compare graphic file types and formats, identify the licences and	Learners work independently on the OCR set assignment. They interpret the client brief, plan a visual identity and digital graphics using appropriate pre production documents, source and create assets with an assets table, and create their final products in Affinity Photo and Affinity Designer. They save and export their work in the required formats and review their products against the brief.		Learners describe the sectors and products of the media industry and the creative, technical and senior job roles within it. They explain how purpose, style, content and layout are linked, interpret client requirements and audience segmentation, and compare primary and secondary research methods. They analyse media codes,

		permissions needed to use assets legally and record them in an assets table, and produce planning documents such as mood boards, concept sketches and visualisation diagrams.		including camera shots and movement, lighting, sound and mise en scene, and practise answering exam style questions.
Cultural capital	Learners gain insight into how professional designers build graphics for branding, advertising and publishing, using the same kind of software as the creative industries. They learn why accuracy, consistency and attention to detail matter in professional work, and begin to judge graphics critically, as a client or audience would.	Learners understand how organisations use visual identity to communicate who they are and connect with their audience, from global brands to local businesses. They learn to respect intellectual property and to use other people's work legally, which is essential in any creative career.	Learners experience a complete professional design process from client brief to finished product, managing their own time and working to deadlines as designers in industry do. This builds independence and resilience, and gives them a strong portfolio piece that demonstrates their creative and technical skills.	Learners gain insight into how the media industry operates as one of the UK's largest creative sectors, and how media products inform, entertain and influence audiences. They become more critical consumers of the media they use every day, and see the wide range of careers available in film, television, games, publishing and digital media.

Assessment	Project Portfolio	End of Unit Assessment	R094 Set Assignment (NEA)	R093 Pack A Final Assessment