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 11
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 11 Creative iMedia curriculum completes the R094 Visual Identity and Digital Graphics coursework and prepares pupils for the R093 Creative iMedia in the Media Industry exam. Pupils already have practical experience of Affinity Photo and Affinity Designer from Year 10. They begin the year by refreshing those skills alongside the theory of R094: the purpose and elements of visual identity, design and layout, graphic file formats, licences and permissions, and planning documents. From the second half of the autumn term into Spring 1, pupils complete the R094 set assignment. They plan, create and review a visual identity and digital graphics for a client brief, working independently to professional standards. From Spring 2, the focus moves to the rest of the R093 exam content. Pupils study pre production planning, including work plans, mind maps, mood boards, scripts, storyboards, visualisation diagrams, wireframes and flow charts. They then study legal issues and regulation, intellectual property, health and safety, distribution platforms and file formats, with regular exam practice. By the end of Year 11, pupils will have completed their coursework and covered the full R093 specification, ready for their final exam.					
Half term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Knowledge (topics studied)	Affinity Skills Refresher R094: Developing Visual Identity and Digital Graphics (Pack A)	R094 Set Assignment		R093: Pre Production Planning (Pack B) R093: Legal Issues and Distribution (Pack C)		
Key skills	Learners refresh their skills in Affinity Photo and Affinity Designer, including layers, selections, shapes, text and exporting. They explain the purpose of a visual identity and its elements, apply design and layout principles such as white space, alignment and colour systems, compare graphic file formats, record licences and permissions in an assets table, 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 create and evaluate work plans, mind maps, mood boards, scripts, storyboards, visualisation diagrams, asset logs, wireframes and flow charts, and identify the hardware and software used to make them. They then explain laws that protect individuals, including privacy, permissions and defamation, and the role of regulators such as the ASA, Ofcom, BBFC and PEGI. They describe copyright, trademarks and patents, carry out risk assessments and location recces, compare online and physical distribution platforms, and choose suitable file formats. Throughout, they practise answering exam style questions.		

	produce mood boards, concept sketches and visualisation diagrams.			
Cultural capital	Learners understand how organisations use visual identity to communicate who they are and connect with their audience. They learn to respect intellectual property and use other people's work legally, and see how professional designers prepare before they create.	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 portfolio piece that shows their creative and technical skills.	Learners see how professional media productions are planned, regulated and distributed, from a film shoot's risk assessment to a game's age rating. They understand the legal and ethical responsibilities of working in the media, and become more informed consumers of the films, games and websites they use every day.	
Assessment	End of Unit Assessment	R094 Set Assignment (NEA)	Pack B Final Assessment Pack C Final Assessment R093 Exam	