

# Y9 CREATIVE IMEDIA



## CREATIVE IMEDIA AT YARDLEYS

**INTENT:** To create successful media professionals, preparing them for access to an ever-expanding industry here in the UK. Students will develop an understanding of real working practices and research, planning and practical methods behind making a variety of media products for an intended audience when communicating creative concepts effectively. They will be encouraged to identify and understand the strength and influence in media in society, such as identifying stereotypes and unfair/misleading representations in the media.

## Y10 CREATIVE IMEDIA

In year 9 students will be given the opportunity to apply skills and knowledge learnt throughout the last two years to create a pre-production document. They will develop a greater awareness of client requirements and job roles within the media industry.

## YEAR 9

	<b>Digital graphic Magazine project 2 D character design &amp; Animation</b>	<b>BBC Interactive multimedia project Creating a radio advert</b>	<b>Filming unit Exam prep / Comics</b>
<b>SUBSTANTIVE KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Documents used to design/plan media products</li> <li>Purpose, features, elements and design of visual identity</li> <li>Design &amp; purpose / Client requirements</li> <li>Using Software to source/create/make graphic projects (using basic and advanced tools)</li> <li>Job roles in the media industry</li> <li>Exam skills</li> </ul>	<ul style="list-style-type: none"> <li>Documents used to design/plan media products</li> <li>Purpose, features, elements and design of visual identity</li> <li>Design &amp; purpose / Client requirements</li> <li>Sourcing, creating and preparing assets for use within digital graphics</li> <li>Job roles in the media industry</li> <li>Audience demographics and segmentation</li> <li>Using Software to source/create/make media projects (using basic and advanced tools)</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Media industry sectors and products</li> <li>Documents used to design/plan media products</li> <li>The legal issues that affect media</li> <li>Media codes and their impact on audiences</li> <li>Using Software to source/create/make media projects (using basic and advanced tools)</li> <li>Sources of research and types of research data</li> <li>Distribution platforms and media to reach audiences</li> <li>Exam skills</li> </ul>
<b>DISCIPLINARY KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Evidencing understanding through summarising a variety of research</li> <li>Applying prior learning to CREATE pre-production documents.</li> <li>Recalling/making/developing skills</li> <li>Creating using SOFTWARE – specific skills needed:                             <ul style="list-style-type: none"> <li>*Using tools</li> </ul> </li> <li>‘Doing’ – having a go and learning from mistakes</li> </ul>	<ul style="list-style-type: none"> <li>Applying prior learning to CREATE pre-production documents.</li> <li>Evidence understanding through practical media products and print screen evidence – organisation and logical thinking is important</li> <li>Note taking skills</li> <li>Identifying and annotating key contents in a media brief</li> </ul>	<ul style="list-style-type: none"> <li>Evidencing understanding through summarising a variety of research</li> <li>Synthesising own research and class-based learning</li> <li>Applying prior learning to CREATE pre-production documents.</li> <li>Analysing media products and summarising their findings</li> </ul>