

SUBJECT		YEAR	TERM
Creative iMedia		11	1/2
UNIT			
R093 – The Media Industry			
INTENT			
<b>PRIOR LEARNING (TOPIC)</b> – This unit draws upon some content studied during Year 7 to 9.			
R093 is the examined element of the course and accounts for 40% of the overall grade. The exam itself consists of 70 marks and lasts 1hr30 minutes. Questions are on a broad range of topics, but these can be categorised into one of these main topic areas: The Media Industry, Design Techniques, Pre-Production Planning, Distributing Finished Products.			
<b>FUTURE LEARNING (TOPIC):</b> -			
IMPLEMENTATION		IMPACT	
<b>Throughout the unit pupils will cover:</b> <ul style="list-style-type: none"><li>• Sectors and job roles within the creative media industry.</li><li>• How purpose and audience affect the design of a range of digital products.</li><li>• How to create and analyse a range of pre-production documents.</li><li>• The legal issues surrounding the creative media industry.</li><li>• How digital media can be appropriately distributed to audiences.</li></ul>		<b>Assessment:</b> Pupils will undertake regular in-lesson assessments to help them prepare for the exam itself.  The exam itself is done in June during Year 11. The score pupils achieve out of 70 will be added to their total score for the course.	
HOW CAN PARENTS HELP AT HOME?			
Pupils will be provided with a revision guide near the start of Year 11. Supporting and encouraging your child to use this actively in their revision can be very helpful.			
HELPFUL READING/FURTHER DISCUSSION			
<b>READING/EXTRA-LEARNING</b> The Creative iMedia section of the VLE has full resources for the course.  This is great place to start looking for further reading around the subject.		<b>CAREERS</b> The skills learnt in this unit lead perfectly into all creative media careers. There are also a wide range of transferable skills that lead into areas such as project management.	<b>WIDER SKILLS</b> Digital Literacy Literacy Creative Thinking Resilience
VOCABULARY			
Audience, Primary Research, Secondary Research, Media Codes, Work Plan, Mind Map, Mood Board, Script, Storyboard, Copyright, Libel, Slander, Data Protection, Classification, Certification, DPI, Resolution, Compression, File Formats.			