

i-Media

Preparing students for tomorrow, bit by bit

The Computing department will help to create, share, and apply knowledge in all branches of Computer Science and ICT. We will educate students to be successful, ethical, and effective Problem solvers with a passion to innovate and create, rather than just passive consumers and users of technology. We will develop an understanding and appreciation of all aspects of digital products, from how they work to how they look.

We will foster curiosity and encourage exploration to create students who can contribute positively to the well-being of our society and who are prepared to tackle the complex 21st Century challenges facing the world.

Summary focus areas:

- Innovate, create, develop
- Solving 21st Century problems
- Active developers not passive consumers

Autumn	Spring	Summer	
R093: Creative iMedia in the Media Industry	R094: Visual Identity and Digital Graphics	Complete and submit R094 Assessment	R095: Characters and Comics

Homework for iMedia is designed to support and extend the students' studies from their lessons. Work may be a mixture of practical, computer-based tasks and paper-based written work or design tasks. Activities set as homework may be:

- Preparatory work or research ahead of a new topic or concept being discussed in lessons.
- Extension work that allows the student to explore a topic in more depth or in other contexts.
- Application work that allows students to practise skills or demonstrate abilities.

Students are expected to spend around an hour on a homework activity each week and work is marked promptly to help students to identify and understand their weaknesses to make incremental improvements over the course of the year.

Unit	Learning Objectives/Outcomes
R093: Creative iMedia in the Media Industry	<ul style="list-style-type: none"> • How style, content and layout are linked to the purpose • Client requirements and how they are defined • Audience demographics and segmentation • Media codes used to convey meaning, create impact and/or engage audiences • Work planning and documents used to support ideas generation • Documents used to design/plan media products • Distribution considerations and file formats
R094: Visual Identity and Digital Graphics	<ul style="list-style-type: none"> • Purpose, features, elements and design of visual identity • Techniques to plan visual identity and digital graphics • Tools and techniques to create visual identity and digital graphics • Technical skills to source, create and prepare assets for use within digital graphics • Techniques to save and export visual identity and digital graphics • Graphic design concepts and conventions • Properties of digital graphics and use of assets
R095: Characters and Comics	<ul style="list-style-type: none"> • Character features and convention • Conventions of comics

