



Year 10 & 11 Creative iMedia Curriculum Overview

	What will I learn?	How will I learn it?	Why is it important that I learn this?	Why am I learning this now?
Year 10 Creative iMedia (Exam Unit) R093	I will learn about the media industry, different types of media products, how media products are created, target audiences, client requirements, and the factors that influence the design and production of media.	I will learn through teacher explanations, examples, research, class activities, analysing media products and completing practice exam questions.	It is important because it helps me understand how professional media products are planned and created. It will also develop my knowledge and skills for working in the creative and digital media industry.	I am learning this in Year 10 because R093 is an exam unit and I need to build my knowledge early. Learning the key topics now will help me prepare for the exam and understand the practical units that follow.
Creating Digital Graphics R094	I will learn how to plan, design and create digital graphics for different purposes and target audiences. I will learn about graphic formats, design techniques, assets and editing tools.	I will learn through demonstrations, tutorials, practical activities and by using graphics software to create and edit my own digital graphics.	It is important because digital graphics are used in websites, advertising, games, social media and other media products. These skills will help me create professional-looking designs and develop my digital skills.	I am learning this now so I can develop practical skills for the R094 unit and prepare for my coursework assessment. It will also give me useful skills for future Creative iMedia unit R097 in Year 11.
Year 11 Interactive Digital Media R097	I will learn how to plan, design and create interactive digital media products. I will learn about different types of digital media, target audiences, design principles, navigation, interactivity and multimedia assets.	I will learn through teacher explanations, examples, research, practical activities and creating my own interactive digital media product. I will also practise using digital software to create and edit multimedia content.	It is important because interactive digital media is widely used in websites, apps, games, presentations and advertising. These skills will help me communicate ideas creatively and develop useful digital and technical skills.	I am learning this now so that I can develop the knowledge and practical skills needed for the R097 assessment. It will also prepare me for creating my own interactive digital media product and for future digital media work.