Module/Unit of Learning	Taught During	What will students learn?	How are students challenged to become experts?	Links to other Subjects
R094 Visual Identity and Digital Graphics	Autumn 1	We will learn how to develop visual identify through the recognition of features such as name, logo, and slogan, to establish a brand. We will learn elements of visual identity such as graphics, typography, colour palette meaning and layout. We will learn how to develop and plan visual identities for clients and apply concepts of graphic design to create digital graphics which incorporate your visual identity to engage a target audience. We will learn how to plan the creation of a digital graphic to meet the client requirements based on a specific brief. We will learn how to design for a target audience, produce a work plan, visualisation diagrams and learn how to identify resources and assets needed to create a digital graphic. We will learn how to ensure we are following correct legislation when designing digital graphics.	Using professional software Using real life brief Understanding file formats and appropriately for purpose of product (web or print use)	Photography Art
R097 Interactive Digital Media	Autumn 2, Beginning of Spring 1	We will learn the uses and properties of Interactive Digital Media Products (IDMPs), where they are used and their purposes: websites, apps, e-learning products, for leisure and entertainment, key elements to consider, colour scheme, house style, layout GUI accessibility. We will learn the different types of hardware and software to view and create the IMP and the limitations caused by connections bandwidth and data transfer. We investigate the different file formats supported by each platform. We with learn to plan our own IDMP by interpreting client requirements based on a specific brief. Understand target audience requirements produce a work plan, plan the structure using wire framing and learn the legislation when	Career ready knowledge Transferable planning and reviewing skills	Drama Art English

		creating an IDMP whether sourced from online or created. We will learn how to create interactive features to guide the visitors around an IDMP. Using a brief set by the exam board, we will create an IDMP to the needs of the client and to appeal to the target audience with an appropriate software. We will learn how source assets, repurposing assets, storing assets, create the structure in line with established conventions, set up interaction and play back controls and save and export appropriate to software and client requirements. We will learn how to test our product, just as software and games testers do in the creative industry. We will learn how to review our IDMP against the clients brief and identifying areas for improvement and further development.		
R093 Creative iMedia in the Media Industry	Spring 1, 2 and Summer 1	We will learn about job roles in the media industry. We will learn factors that influence product design. We will learn about how a designer can meet their client requirements. We will learn about audience demographics and segmentations. We will learn different research techniques. We will learn how to use media codes to convey meaning and create impact and engage audience. We will learn how to plan preproduction documents to support idea generation and share media products plans in a media team. We will learn legal issues that affect media. We will learn distribution considerations such as different platforms, and media to reach different audiences. We will learn correct properties and formats for media file distribution. We will learn how to revise in Media for success in our exam in Year 11.	UI and UX are emerging careers that this knowledge will lead into. The logic of creating for a client.	Art Computer Science