

Co-op Academy Leeds Year 11: OCR Creative iMedia - Long Term Plan 2023-24

All lessons will follow the Co-op Academy Lesson Journey and include a (retrieval) Do Now, Lesson Intentions, Success Criteria, Explicit Instruction, Quality Time/Practice, Review

ROLLOVER					
Week	37	38	39	40	41
W/C Date	26-Jun 23	03-Jul 23	010-Jul 23	17-Jul 23	24-Jul 23
Specification	R094: Visual Identity and Digital Graphics				
Topic	1. Developing Visual Identity		2. Plan digital graphics for products		
	Purpose and Elements of Visual Identity	Design of Visual Identity	Graphic Design and Conventions	Properties of digital graphics and use of assets	Create A Digital Graphic
Key Objectives	Identify the purpose of visual identity	Create a visual identity design style related to a business	Explain the graphic design conventions	Explain the benefits and limitations of bitmap and vector graphics	Create A Digital Graphic
	Explain the features of visual identity.	Create a visual identity design style related to a business	Discuss the importance of typography and colour systems	Explain licences and permissions to use assets	Create A Digital Graphic
	Describe elements of visual identity	Create a visual identity design style related to a business	Assess the different layout conventions	Use a search engine filter to source graphics and create an assets table	Create A Digital Graphic
Retrieval / Assessment / DC					DIRT

Department Computer Science and ICT

Retrieval and Assessment Key

	STAR Assessment / Summative Marking
	Quizzes / Formative Assessment and Marking
	Student Voice
	Live Feedback inc Whole Class Feedback
	DIRT / Reflection

	Data Capture
	Interventions
	Assessment Learner Review / Book Reviews / Work Scrutiny

The LTP has declarative (theory) and procedural (practice) knowledge and skills embedded to allow learners to successfully complete the OCR Level 1 /2 Creative iMedia specification.

Year 11 precise powerful knowledge, understanding and skills to be developed:

- To know how to interpret a client brief
- To know how the relationship between a visual identity and its target audience can impact design and output
- To know how to use tools and techniques in digital graphic design and manipulation
- To know how to create pre-production documents
- To know how to source, create, modify characters and assets for a digital media
- To know how to create an asset bank of resources for future use
- To know how to create a digital media graphic
- To know how to develop skills to create a comic strip
- To know how to review projects, make necessary improvements, and justify change

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Week	1	2	3	4	5	6	7	8	HALF-TERM	9	10	11	12	13	14	15	HALF-TERM	HALF-TERM	
W/C Date	04-Sep	11-Sep	18-Sep	25-Sep	02-Sep	09-Oct	16-Oct	23-Oct		06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec			
Specification	R094: Visual Identity and Digital Graphics									R094: Visual Identity and Digital Graphics									
Topic	1. Developing Visual Identity		2. Plan digital graphics for products							3. Create Visual Identity And Digital Graphics									
	Purpose and Elements of Visual Identity	Design of Visual Identity	Graphic Design and Conventions	Properties of digital graphics and use of assets	Techniques To Plan Visual Identity and Digital Graphics		Tools and Techniques used to create digital graphic	Sourcing and Preparing Assets		Sourcing and Preparing Assets	Save and Export Digital Graphics	Complete Summative Assessment							
Key Objectives	identify the purpose of visual identity	create a visual identity design style related to a business	explain the graphic design conventions	explain the benefits and limitations of bitmap and vector graphics	create a moodboard	create a moodboard	use software tools used to create digital graphics	source bitmap or/and vector graphics		modify graphic for print	saving file as master files	assessment t	assessment t	assessment t	assessment t	assessment submission and marking week			
	explain the features of visual identity	create a visual identity design style related to a business	discuss the importance of typography and colour systems	explain licences and permissions to use assets	create a mindmap	create a mindmap	use techniques to create digital graphics	edit sourced bitmap or/and vector graphics		store primary and secondary assets	change file format to meet client brief	assessment t	assessment t	assessment t	assessment t	assessment submission and marking week			
	describe elements of visual identity	create a visual identity design style related to a business	assess the different layout conventions	use a search engine filter to source graphics and create an assets table	create concept sketches and visualisation diagram	create concept sketches and visualisation diagram	use filters and affects to enhance the visual appeal	create an asset using the drawing tool		select different file formats	export files according to scenario	assessment t	assessment t	assessment t	assessment t	assessment submission and marking week			
Retrieval / Assessment / DC	SUMMER WORK & RE-ASSESSMENT ON R093 DONE IN JULY	LEARNER WORK REVIEW				STUDENT VOICE	STAR	LEARNER WORK SCRUTINY								STAR			Y11 DC1
							DIRT									LEARNER WORK SCRUTINY			
Intervention	Interventions for R094 (Breakfast, Lunch and After School)								Interventions for R094 (Breakfast, Lunch and After School)										

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Week	16	17	18	19	20	HALF-TERM	21	26	27	28	29	30	HALF-TERM	HALF-TERM	31
W/C Date	08-Jan	15-Jan	22-Jan	29-Jan	05-Feb		19-Feb	26-Feb	04-Mar	011-Mar	18-Mar	25-Mar			15-Apr
Specification	R095: Characters & Comics						R095: Characters & Comics								R093: Creative iMedia in The Media Industry
Topic	1. Plan Characters and Comics						2. Create Characters and Comics			3. Review and Assessment					1. Sectors, Products, Job Roles, and Purpose
	Character features	Conventions	Resources	Pre-production	Technical Skills		Create Comic	Create Comic	Create Comic	Review	Assessment	Assessment			
Key Objectives	Explain the different types and features of characters	Discuss the visual styles in Marvel, DC, Manga, Beano, Disney, Shultz and Herge	Describe the resources needed to create the comic	Use a range of techniques to plan characters, their behaviour and emotions	Identify the software skills and tools needed to create a character		Create comic with script, storyline and storyboard	Create comic with script, storyline and storyboard	Create comic with script, storyline and storyboard	Discuss suitability of final product in meeting brief and target audience	Assessment submission and marking Week	Assessment submission and marking Week			Outline the sectors and products of the media industry
	Describe the physical and non-physical characteristics	Analyse conventions of comic design and layout	Assess the software used to create characters	Create a plot structure and story arc, script, storyline, and storyboard	Use different techniques to create assets for comic		Create comic with script, storyline and storyboard	Create comic with script, storyline and storyboard	Create comic with script, storyline and storyboard	Discuss constraints which limit the effectiveness of characters and comic	Assessment submission and marking Week	Assessment submission and marking Week			Describe the job roles in the media industry
	Discuss how facial characteristics are used to convey emotion	Discuss the conventions for story telling and creativity	Assess the software used to create comics	Create an annotated panel design with explanation of shot types	Use different techniques to combine assets into comic panels		Create comic with script, storyline and storyboard	Create comic with script, storyline and storyboard	Save, export and publish comics for print and online distribution	Discuss further development opportunities for characters and comic	Assessment submission and marking Week	Assessment submission and marking Week			Explain how style, content and layout are linked to the purpose
Retrieval / Assessment / DC				STUDENT VOICE	STAR		LEARNER WORK SCRUTINY				STAR – Final R095	LEARNER WORK SCRUTINY AND REVIEW			
					DIRT						DIRT				
					Y11 DC2										
Interventions	Interventions For R095 (Breakfast, Lunch and After School)					Interventions For R095 (Breakfast, Lunch and After School)									

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Week	32	33	34	35	36		40	41	42		43	44	45	46
W/C Date	22-Apr	29-Apr	6-May	13-May	20-May		3-Jun	10-Jun	17-Jun		24-Jun	1-Jul	8-Jul	15-Jul
Specification	R093: Creative iMedia in The Media Industry						EXAM							
Topic	2. Client Requirements, and Target Audience	3. Research Methods	4. Pre-production planning	5. Distribution	Assessment Practice		Exam Practice	OCR Level 1 /2 Creative iMedia Exam Week						
Key Objectives	Interpret a client brief	Explain the differences between qualitative and quantitative research data	State the purpose, components, hardware and software used for mindmaps, moodboards, and storyboards	Explain the platforms and media to reach audiences	Mock Exam	HALF-TERM	Learn exam technique and practice	Exam Week:	Exam Week:	ROLLOVER				
	Discuss the target audience of a given client brief (demographics and segmentation)	Explain ways that meaning, impact and engagement are created	Discuss impact of legal infringement of privacy defamation, and DPA	Explain the properties and limitations of bitmaps and vectors including lossy and lossless	Mock Exam		Learn exam technique and practice	Exam Week:	Exam Week:					
	Discuss primary and secondary research methods	Discuss the benefits of using work plans	Discuss impact of legal infringement of intellectual property rights	Describe the properties and limitations of audio and video file formats	Mock Exam		Learn exam technique and practice	Exam Week:	Exam Week:					
			EXAM PRACTICE	EXAM PRACTICE	STAR – Mock Exam For R093 DIRT		EXAM PRACTICE	EXAM PRACTICE	Y11 D3					
Retrieval Assessment / DC														
Interventions	Interventions For R093 (Breakfast, Lunch and After School)						Interventions R093 (Breakfast, Lunch and After School)							