CoDA Curriculum

Design + Innovation

(Creative iMedia)

CITY OF DERBY
ACADEMY

Improving the life chances of all students

Design + Innovation

The Key Stage 3 Design + Innovation curriculum combines the KS3 National curriculum for Design and technology with the KS3 National curriculum for Computing.

For the first 13 weeks of Year 7 learners complete an Introduction to D+I unit, where they experience different subject areas within the faculty. After this they commence a regular carousel rotation program until the end of Year 8, where they do units of work in: Food and Cookery (lunchtime and world foods); Fashion and Textiles (cultural influences: Mexico and Japan); Design and Technology: Material Properties (polymers and metals); Design and Technology: Systems and Devices (mechanisms and electronics); and Information and Computer Technology (e-Safety, computing basics, and Programming).

In Year 9, learners have the opportunity to study a curriculum designed to join the skills and knowledge developed in Years 7 and 8 to those needed for subjects which may be taken in Year 10. The Year 9 units of work are: Food and Cookery (food for life); Fashion and Textiles (clothing and accessories); Design and Technology: Materials (timbers); Computer-Aided Design (Fusion360); and Creative iMedia (visual identity and digital graphics).

The Key Stage 4 Design + Innovation curriculum intends to give learners the skills and knowledge needed to make progress onto the next step following their secondary education, and currently includes qualifications in: Business; Construction; Creative iMedia; Design and Technology; Engineering Manufacture; Fashion and Textiles; and Food and Cookery.

Creative iMedia Curriculum Intent

We aim to deliver a curriculum that will give students the skills and knowledge to:

- developing visual identities for clients • planning and creating original digital graphics
- planning, creating and reviewing original digital media products.
- thinking about situations and deciding what is required to be successful
- exploring different options and choosing the best way forward to a solve problem
- exploring and generating original ideas to find imaginative solutions to problems
- selecting the best tools and techniques to use to solve a problem
- appropriate use of media to convey meaning
- use of planning techniques to complete tasks in an organised way which meet deadlines.

At Key Stage 4 students will follow the specifications:

Board, Level, Subject

The Cambridge National in Creative iMedia will develop knowledge, understanding & practical skills that would be used in the media industry.
Learners will use their learning in practical, real-life situations, such as:

- developing visual identities for clients
- planning & creating original digital graphics
- planning, creating & reviewing original digital media products.

This will help them to develop independence & confidence in using skills that would be relevant to the media industry.

The qualification will also help learners to develop learning & skills that can be used in other life & work situations, such as:

- thinking about situations & deciding what is required to be successful
- exploring different options & choosing the best way forward to a solve problem
- exploring & generating original ideas to find imaginative solutions to problems
- selecting the best tools & techniques to use to solve a problem
- appropriate use of media to convey meaning
- use of planning techniques to complete tasks in an organised way which meet deadlines.

Students will be taught & assessed on their ability to:	
Performance Objective 1	Recall knowledge & show understanding.
Performance Objective 2	Apply knowledge & understanding.
Performance Objective 3	Analyse & evaluate knowledge, understanding & performance.
Performance Objective 4	Demonstrate & apply skills & processes relevant to the subject area.

Students will be taught & assessed on:	
R093 - Creative iMedia in the media industry.	
A - media industry & product design	sectors & products of the media industry, job roles in the media industry, purpose, style, content & layout, client requirements & audience, research, media codes, cameras & lighting.
B - pre-production planning	Workplans, mind maps, mood boards, scripts, storyboards, visualisation diagrams & asset logs, wireframes & flow charts, hardware & software.
C - legal issues & distribution	legal issues & regulation, intellectual property, health & safety, distribution platforms & media, file formats.
R094 - Visual identity & digital graphics.	
A - developing visual identity & graphics	purpose of visual identity, visual identity components & elements, design & layout, file types & formats, licences & permissions, planning visual identity.
B - creating visual identity & digital graphics	asset sourcing & creating, create a visual identity compiling an image, basic tools, isolating text & advanced tools, retouching & other tools, saving & exporting.
R097 - Interactive digital media.	
A - planning interactive digital media	formats & hardware, interactive digital media content, features of interactive digital media design, conventions & creativity, hardware & software, wireframes. Master pages & templates, storyboards, further pre-production planning.
B - technical skills for asset creation	sourcing assets, vectors & bitmaps, image assets, audio assets, video assets, interactive assets
C - creating, publishing & reviewing	folder structure & file naming, master pages & templates, content & controls, triggers & behaviours, testing & performance, review, improvements & further developments

Year 10

Topic	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
End Points (Knowledge & Skills)	**Introductory tasks** Photoshop – 4 weeks. **R094 section A – developing visual identity & graphics** 1. purpose of visual identity 2. visual identity components & elements 3. design & layout 4. file types & formats 5. licences & permissions 6. planning visual identity	**R094 section B – creating visual identity & digital graphics** 1. asset sourcing & creating 2. create a visual identity 3. compiling an image 4. basic tools 5. isolating text & advanced tools 6. retouching & other tools 7. saving & exporting	**Practice NEA** Start –5 weeks (total) **Practice NEA** Complete. **NEA – R094** Start – 7 weeks (total)	**NEA – R094** Continue – 7 weeks (total)	**NEA – R094** Complete. **R093 section A – media industry & product design** 1. sectors & products of the media industry 2. job roles in the media industry 3. purpose, style, content & layout 4. client requirements & audience 5. research 6. media codes 7. cameras & lighting	**R093 section B – pre-production planning** 1. workplans 2. mind maps 3. mood boards 4. scripts 5. storyboards 6. visualisation diagrams & asset logs 7. wireframes & flow charts 8. hardware & software Includes 2-week period for Yr10 work experience.
What is assessed	Classwork. Homework.	Classwork. Homework.	Practice NEA NEA – R094	NEA – R094	NEA – R094 Classwork Homework	Classwork Homework
Key Vocabulary	Purpose, Recognition, Familiarity, Brand, Loyalty, Visual Communication, Audiences, Consumers, Component features, Name, Logo, Slogan, Strap line, Elements, Graphics, Shape, Symbol, Typography, Colour palette, Layout, Complexity, Design style, Business type, Brand Values, Positioning, Economy, Mid-range, High-end, Concepts, Graphic Design, Application, Alignment, Colour systems, White space, Layout conventions, Headlines, Copy, Mastheads, Technical	Software tools & techniques, image size, canvas size, layout tools, drawing tools, adjustments, brightness, contrast, colour, selections, layers, layer styles, retouching, typography, filters & effects, source assets, images, graphics, create assets, editing, derivative asset, drawing tools, modify, technical compatibility, print graphics, resize & resample, modifying image properties, storage locations, changing file formats, save and export, proprietary format	Purpose, Recognition, Familiarity, Brand, Loyalty, Visual Communication, Audiences, Consumers, Component features, Name, Logo, Slogan, Strap line, Elements, Graphics, Shape, Symbol, Typography, Colour palette, Layout, Complexity, Design style, Business type, Brand Values, Positioning, Economy, Mid-range, High-end, Concepts, Graphic Design, Application, Alignment, Colour systems, White space, Layout conventions, Headlines, Copy, Mastheads, Technical properties, Bitmap, Raster, Colour depth, Compression, Transparency, Vector, Compatibility, Scalability, Licenses, Permissions, Stock library, Pre-production, Planning, Mood board, Mind map, Concept sketch, Visualisation diagram. Software tools & techniques, image size, canvas size, layout tools, drawing tools, adjustments, brightness, contrast, colour, selections, layers, layer styles, retouching, typography, filters & effects, source assets, images, graphics, create assets, editing, derivative asset, drawing tools, modify, technical compatibility, print graphics, resize		Sectors: Traditional Media: Film; Television; Radio; Print publishing; New media; Computer games; Interactive media; Internet; Digital publishing, Products: Video; Audio; Music; Animation; Special effects (SFX, VFX); Digital imaging & graphics; Social media platforms/apps; Digital games; Comics & graphic novels; Websites; Multimedia; eBooks; AR/VR, Job roles: Creative: Animator; Content creator; Copy writer; Graphic designer; Illustrator/graphic artist; Photographer; Script	Workplans, phases – pre-production / production / post-production, tasks, activities, workflow, timescales, milestones, contingencies, resources – hardware / people / software, mind-map – digital / hand-drawn, mood-board – digital / physical, asset log, flow-chart, script, storyboard, visualisation diagram, wireframe layout.

	properties, Bitmap, Raster, Colour depth, Compression, Transparency, Vector, Compatibility, Scalability, Licenses, Permissions, Stock library, Pre-production, Planning, Mood board, Mind map, Concept sketch, Visualisation diagram.	master files, repurpose & export, appropriate file formats.	& resample, modifying image properties, storage locations, changing file formats, save and export, proprietary format master files, repurpose & export, appropriate file formats.	writer; Web designer, Technical: Camera operator; Games programmer/developer; Sound editor; Audio technician; Video editor; Web developer, Senior roles; Campaign manager; Creative director; Director; Editor; Production manager,
Literacy Skills Developed (Writing/Oracy/Tier 2)	Literacy skills developed through quality teaching & the embedding of high expectations regarding the presentation of books. Key words are provided during theory lesson. Opportunities taken for oracy when appropriate.			
Career Links (Employability Skills, Career Opportunities)	Job roles: Creative: Animator; Content creator; Copy writer; Graphic designer; Illustrator/graphic artist; Photographer; Script writer; Web designer, Technical: Camera operator; Games programmer/developer; Sound editor; Audio technician; Video editor; Web developer, Senior roles; Campaign manager; Creative director; Director; Editor; Production manager,			
SMSC Links	produce and use pre-production documentation - mind-maps, mood-boards, concept sketches, visualisation diagrams - to generate ideas and concepts for visual identities, digital graphics, and interactive digital media products. Consistent reflection on creative work in order to drive improvement. Testing and reviewing the products created. Health and safety in the creative industries: risks and hazards during all production phases, mitigation, risk assessments, and location recces. Identification and categorisation of target audience through demographics and segmentation: age, gender, occupation, income, education, location, interests, lifestyle.			

Year 11

Topic	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
End Points (Knowledge & Skills)	**Introductory tasks** RocketCake – 2 weeks. **R097 section A – planning interactive digital media** 1. formats & hardware 2. interactive digital media content 3. features of interactive digital media design 4. conventions & creativity 5. hardware & software 6. wireframes. Master pages & templates 7. storyboards 8. further pre-production planning	**R097 section B – technical skills for asset creation** 1. sourcing assets, vectors & bitmaps 2. image assets 3. audio assets 4. video assets 5. interactive assets **R097 section C – creating, publishing & reviewing** 1. folder structure & file naming 2. master pages & templates 3. content & controls 4. triggers & behaviours	**R097 section C – creating, publishing & reviewing** 5. testing & performance 6. review 7. improvements & further developments **Practice NEA** Start –5 weeks (total) **Practice NEA** Complete.	**NEA – R097** Start – 7 weeks (total) **NEA – R097** Complete **R093 section C – legal issues & distribution** 1. legal issues & regulation 2. intellectual property 3. health & safety 4. distribution platforms & media 5. file formats	**R093 revision** section A – media industry & product design section B – pre-production planning section C – legal issues & distribution **Exam**	
What is assessed	Classwork Homework	Classwork Homework	Classwork Homework Practice NEA	NEA – R097 Classwork Homework	Classwork Homework Examination	
Key Vocabulary	Formats: website, information point, mobile app, e-learning, digital maps, games, Content: images, audio, video, animation, text, tables, lists, forms, navigational buttons, maps, quiz, layers, Hardware: computers, games consoles, kiosks, phones, smart tv, tablets, Interaction: touch-screen / stylus, voice controls, camera input, keyboard, buttons, mouse, joystick, Features: GUI (graphical user interface), consistency, layout, colour scheme,	Sourcing assets – advanced searching, feature / property / licence, libraries, Static images: type, vector, bitmap, repurposing, adjustments – brightness / contrast / colour, image / canvas size, filters, transformations, retouching. Audio assets – sound effects / narration / music, repurposing – cut / split / trim / extend, optimising, file size, format, enhancing, volume editing. Moving images – video, animation, repurposing – cut / split / trim / extend,	Testing / checking technical properties – test plan, checklist, success criteria, inputs, behaviours, navigation paths, functionality tests, interactivity, outputs, multimedia asset performance, multimedia functions, testing playback / appearance, testing volume / quality, testing user controls. Reviewing fitness for purpose – suitability for client requirements / target audience, suitability of content, accessibility, review audio / visual	Privacy & permissions, rights - recording images / taking photographs – in public places, permissions – on private property, permissions for publishing, commercial use of images / photographs, harassment, invasion of privacy, defamation, libel, slander, data protection, rights of data subjects, use & storage of personal data. Protecting intellectual property (IP), copyright, ideas, patents, trademarks, using copyrighted materials, creative commons licence,		

house style, typography, white space, Interface / interaction: click, touch, gesture, voice control, motion, movement, darg / drop, feedback / closure, Accessibility: alternate text, readability, captions, contrasting, resizable text, flexible input, mobile device accessibility, screen size & orientation adjustments, Conventions: non-linear navigation, user-friendly intuitive interfaces, suitability (for target audience), Creativity: originality, imaginative design, derivative design, Hardware: computer, mouse, trackpad, stylus, monitor, graphics tablet, touch screen, microphone, digital camera, Software: web authoring, app creation, authoring tools, kiosk interface, Pre-production documents - interface: wire-frames, storyboards, Pre-production – content: master page, template, asset table, assets, position, purpose, properties, age appropriateness, quality, on-screen size, compatibility, file size, file type, resolution, Pre-production – interaction: navigation, hierarchy, features & controls.	speed / pitch tempo. Interactive – diagrams, maps, buttons, roll-overs, banners, navigation bars, forms. Folder management – structure – root / images / media content / styles, file naming conventions, Creation – master page, templates, house style, navigation system, fixed / editable, content, playback controls, triggers & behaviours. Saving – native file formats, version control. Exporting & publishing – techniques, independent formats.	quality, aesthetics, appeal, interaction, engagement. Constraints – time / resources / hardware / software / skills. Improvements – style & design / quality / content & concept / animation / video / audio. Further development – scope / additional elements / interactivity / altering product type.	fair dealing, permissions, fees and licences, watermarks & symbols. Regulation organisations, ASA (advertising standards agency), Ofcom (office of communications), classification systems, certification, BBFC (British board of film classification), PEGI (pan European games information). Health & safety, risks & hazards, actions, risk assessments, location recces. Online, apps, multimedia, web, physical platforms, computer, interactive TV, kiosks, mobile, devices, physical media, CD/DVD, memory stick, paper-based, image files, properties, DPI/PPI, resolution, pixel dimension, file formats, raster / bitmap, vector, uncompressed, audio files, bit depth, sample rate, movie / video files, frame rate, resolution – SD / HD / UHD / 4K / 8K, animation, file compression – lossy / lossless.		
Literacy Skills Developed (Writing/Oracy/Tier 2)	Literacy skills developed through quality teaching & the embedding of high expectations regarding the presentation of books. Key words are provided during theory lesson. Opportunities taken for oracy when appropriate.				

Career Links (Employability Skills, Career Opportunities)	Job roles: Creative: Animator; Content creator; Copy writer; Graphic designer; Illustrator/graphic artist; Photographer; Script writer; Web designer, Technical: Camera operator; Games programmer/developer; Sound editor; Audio technician; Video editor; Web developer, Senior roles; Campaign manager; Creative director; Director; Editor; Production manager,		
SMSC Links	produce and use pre-production documentation - mind-maps, mood-boards, concept sketches, visualisation diagrams - to generate ideas and concepts for visual identities, digital graphics, and interactive digital media products. Consistent reflection on creative work in order to drive improvement. Testing and reviewing the products created. Health and safety in the creative industries: risks and hazards during all production phases, mitigation, risk assessments, and location recces. Identification and categorisation of target audience through demographics and segmentation: age, gender, occupation, income, education, location, interests, lifestyle.		