THE WINSFORD ACADEMY

Cambridge National in Creative iMedia
Learning Journey

Level 3 Cambridge National
Level 3 T level
Level 3 A-Level

YEAR 11

- Pre-production planning documentation and planning for content
- Sourcing suitable assets
- Techniques to create content
- NEA 10 Hours
- NEA Improvements
- Review NEA completed looking for areas of improvement
- Revision for terminal exam
- Revision of theory
- Exam preparation
- Exam
- Make appropriate improvements
- Techniques for checking technical properties of interactive digital media
- Saving interactive digital assets for creation and exporting
- Product folder management
- Software used in interactive digital media
- Hardware used in interactive digital media
- Accessibility
- Features of interactive digital media design
- Hardware devices used to access interactive digital media
- Creativity in interactive digital media
- Conventions of interactive digital media
- Interface and interaction styles
- Methods of user interaction within interactive digital media
- Format types of interactive digital media
- Content used in interactive digital media

RO97: Interactive Digital Product

- Software tools and techniques used to create digital graphics
- Sourcing assets for use in digital graphics
- Creating assets for use in digital graphics
- Store assets for use
- NEA 10 hours
- Modify images and other assets for compatibility
- Save and export digital graphics
- Licenses and permission to use assets sourced from other areas
- Pre-production and planning documentation used to generate ideas and concepts
- Technical properties of images and graphics
- Elements of visual identity
- Purpose of visual identity
- Health & safety requirements
- Layout conventions for different graphic products and purposes
- Concepts of graphical design
- Components of visual identity

RO94: Visual Identity and Digital Graphics

- Media codes used to create meaning, impact and engagement
- Copyright, Images & CC licenses
- Classification and certification
- Types of data
- Work planning
- Documentation for ideas, design and planning
- Style, content, and layout
- Products of the media industry
- Research methods
- Sources of data
- Audience demographics and segmentation
- Client requirements
- Careers in the media industry
- Sectors of the media industry

RO93: Creative iMedia in Media Industry

YEAR 10

MEDIA CODES

TECHNICAL CODES	WRITTEN CODES	SYMBOLIC CODES
CAMERA	TEXT	ACTING
EDITING	TYPOGRAPHY	SETTING
LIGHTING	GRAPHICS	MISE EN SCENE
SOUND		COLOUR
SPECIAL EFFECTS		VISUAL COMPOSITION

welcome