



Curriculum Intent

Subject: **iMedia**

Year: **11**

	What?	Why?	National Curriculum Links
Term 1-1	<p>R093: Media Sectors, Products, and Audiences</p> <p>Pupils study the key media sectors (e.g. film, TV, publishing, gaming) and the types of products created within them. They learn how audiences are categorised and targeted, including demographics, psychographics, and audience needs.</p>	<p>Understanding sectors and audiences provides the foundation for the whole exam unit. It links back to their NEA work in R094 and R095, where they had to meet client and audience needs in practical projects.</p>	<p>Develop knowledge of digital media industries.</p> <p>Understand how products are created for and shaped by audiences</p>
Term 1-2	<p>R093: Purpose, Content, and Style of Media Products</p> <p>Pupils analyse how purpose, content, and style affect the success of digital media products. They study examples across different sectors and consider how design choices engage audiences.</p>	<p>This builds evaluative skills needed for the exam and reinforces knowledge of design principles from earlier coursework. It strengthens their ability to critically assess media products.</p>	<p>Develop creativity and evaluative skills in media analysis.</p> <p>Apply understanding of design choices and user needs.</p>
Term 2-1	<p>R093: Exam Revision and January Exam</p> <p>Pupils consolidate knowledge across all exam topics, focusing on exam practice, timed responses, and feedback. Pupils sit the R093 external exam in January.</p>	<p>Completing the exam early gives pupils the best chance of success and, if needed, time to improve before the June resit.</p>	<p>Develop capability and creativity in digital media.</p> <p>Create, re-use, and adapt digital artefacts for a target audience.</p>
Term 2-2	<p>R093: Exam Review and Targeted Intervention</p> <p>Pupils review their exam performance, address gaps in knowledge, and revisit key areas of weakness. Intervention sessions target pupils who may need to resit in June.</p>	<p>This ensures all pupils remain supported after their first exam attempt and prepares resit candidates to improve their outcomes.</p>	<p>Develop knowledge and application of digital media.</p> <p>Undertake creative projects to meet known user needs.</p>
Term 3-1	<p>R093: Preparation for June Resit (if required)</p> <p>Pupils continue targeted revision, focusing on past paper practice, exam timing, and command word analysis.</p>	<p>This provides pupils with the best chance of improving grades in the June resit. For pupils not resitting, this time can be used for enrichment or transition to KS5/college courses.</p>	<p>Create and refine digital artefacts for a target audience.</p> <p>Apply evaluative skills to judge how effectively products meet user needs.</p>

Chesterton Community Sports College



			Develop independence in managing a project from planning to final evaluation.
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