



## Curriculum Intent

Subject: **iMedia**

Year: **9**

	What?	Why?	National Curriculum Links
Term 1-1	<p><b>Introduction to Creative iMedia</b></p> <p>Pupils are introduced to the Creative iMedia qualification, learning how digital media is used in real-world contexts. They explore different media sectors and pre-production documents.</p>	<p>This provides pupils with an understanding of how media projects are planned and produced, building on their KS3 skills in graphic design and digital tools. It prepares them for the NEA (R095) by establishing a foundation in pre-production.</p>	<p><b>Develop knowledge of digital media and information technology.</b></p> <p><b>Apply problem-solving and design skills in practical contexts.</b></p>
Term 1-2	<p><b>Pre-Production Documents (R094 foundation)</b></p> <p>Pupils learn how to interpret and create key pre-production documents including mood boards, storyboards, scripts, and visualisation diagrams.</p>	<p>Understanding and creating pre-production documents is essential for success in both R094 and R095. This unit links directly to future coursework and ensures pupils are confident in presenting ideas effectively.</p>	<p><b>Apply analytic and design skills to solve problems.</b></p> <p><b>Understand how digital products are planned to meet user needs.</b></p>
Term 2-1	<p><b>Practical Graphics Skills</b></p> <p>Pupils develop skills in industry-standard graphics tools, learning to manipulate images, use layers, and create visual designs.</p>	<p>These skills underpin the R095 Comics and Characters NEA in Year 10. By practising in Year 9, pupils build confidence and independence before coursework begins.</p>	<p><b>Develop capability and creativity in digital media.</b></p> <p><b>Create, re-use, and adapt digital artefacts for a target audience.</b></p>
Term 2-2	<p><b>Creating Digital Media Assets</b></p> <p>Pupils plan and produce sample digital assets (such as logos, backgrounds, and character sketches) using graphic design software.</p>	<p>This reinforces practical skills and demonstrates how assets fit into a larger project. It links back to pre-production work and forward to R095, where pupils create their own original characters and comics.</p>	<p><b>Develop knowledge and application of digital media.</b></p> <p><b>Undertake creative projects to meet known user needs.</b></p>
Term 3-1	<p><b>Completing and Evaluating the R094 NEA Task</b></p> <p>Pupils finalise their R094 NEA work, ensuring all sections are complete and meet the requirements of the brief. They then</p>	<p>This allows pupils to complete the R094 assessment in line with exam board deadlines. Finishing the project develops independence</p>	<p><b>Create and refine digital artefacts for a target audience.</b></p>



	<p>complete an evaluation, reviewing how effectively their pre-production documents and media products meet the client needs.</p>	<p>and evaluative skills, while preparing them for the transition into R095 in Year 10.</p>	<p><b>Apply evaluative skills to judge how effectively products meet user needs.</b></p> <p><b>Develop independence in managing a project from planning to final evaluation.</b></p>
<p>Term 3-2</p>	<p><b>Introduction to R095 (Characters and Comics)</b></p> <p>Pupils are introduced to the R095 NEA. They explore examples of characters and comics, analyse client briefs, and practise planning original ideas.</p>	<p>This gives pupils an early understanding of the expectations for their Year 10 coursework. It allows them to begin thinking creatively and technically about the project they will complete, while linking back to their Year 9 skills in graphics, assets, and pre-production documents.</p>	<p><b>Develop capability and creativity in digital media.</b></p> <p><b>Undertake creative projects to meet known user needs.</b></p> <p><b>Apply planning, design, and problem-solving skills in practical contexts.</b></p>