CURRICULUM INTENT: iMedia

Year 7

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
KPI 7.1 Describe how to	KPI 7.2 Understand how	KPI 7.3 Develop	KPI 7.4 Develop	KPI 7.5 Understand and be	KPI 7.6 Develop digital
use computers safely.	computers work	programing and coding	programs using	aware of computer crime.	graphics.
		(building a game in	programming		
		Kodu)	language(s) (python)		

Year 8

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
KPI8.1 Explore computer	KPI8.2 Understand types of	KPI8.3 Use Python to	KPI8.4 Develop skills in	KPI8.5 Explore the ethical,	KPI8.6 Build websites using
systems, networks and	malware, hacking threat,	develop interactive	image editing, and 2d	legal, cultural,	HTML and CSS with an
how user experience (UX)	and how to stay safe	programs and code	graphics	environmental and privacy	emphasis on accessibility
impacts design.	online	soutions		issues related to the use of	and layout.
				assets	

CURRICULUM MAP: iMedia

Year 7

Teal 7			
Knowledge (Topics / contexts) Pupils will know	Skills acquired Pupils will be able to:	Concept Pupils will understand	Assessment
Online safety rules (passwords, phishing,	Recognise safe/unsafe online behaviours	Importance of using technology	Esafety poster or presentation
scams)	Apply protective measures	responsibly	Multiple choice quiz
Health and safety (ergonomics, screen time)	Communicate safety advice clearly	Personal responsibility and digital footprint	Scenario based class discussion
Data protection & privacy			
School AUP (acceptable use policy)			
Components of a computer (CPU, RAM,	Label/identify hardware components	Computers are systems made of hardware	
storage, input/output devices)	Convert simple binary numbers	and software	Binary conversion tasks
Basics of binary Networks: LAN vs WAN	Compare storage devices	Data is represented using binary	Short written test
What makes a good game (mechanics,	Design and build a simple game in Kodu	Programming is about giving instructions	Completed Kodu game project
rules, scoring)	Apply "if then" logic	Games need both creative design and	Peer testing and feedback sheet
Block based coding in Kodu	Debug and test a program	logical rules	Written reflection on game design
Event driven programming concepts			
Python basics: syntax, print, input,	Write and run Python code	Programs follow sequence, selection,	Python quiz program
variables, data types	Debug syntax/logic errors	iteration	Debugging challenge
Selection (if/else)	Create simple interactive programs	Errors are part of problem solving	Teacher marked code review
Iteration (for/while loops)			
Types of computer crime: hacking,	Identify cyber threats	Technology can be misused for harm	Case study analysis
malware, phishing, identity theft	Suggest ways to protect systems	Laws exist to protect individuals and	Awareness poster or video
Laws: Computer Misuse Act, GDPR	Debate ethical scenarios	organisations	Class debate participation
Ethical issues around computer use			
Digital graphics: bitmap vs vector	Use image editing software (Paint.NET,	Images are made of pixels (bitmap) or	Create a logo/poster for a school event
Tools: resize, crop, layers, filters	Photoshop, GIMP)	paths (vector)	"Before & After" graphics challenge
File formats: JPEG, PNG, SVG	Apply design principles	Graphics influence communication and	En dof unit portfolio
	Export work in correct formats	design	

Year 8

Was Index (Tables)			
Knowledge (Topics / contexts)	Skills acquired	Concept	Assessment
Pupils will know	Pupils will be able to:	Pupils will understand	
Components of computer systems	Identify key components of systems and	Systems and networks are interconnected	Diagram of a network system
How networks function (LAN, WAN,	networks	User experience impacts effectiveness of	UX design critique task
internet)	,	design	Short knowledge quiz
Basics of User Experience (UX) design	design		
Importance of usability in digital products	Suggest improvements for digital products		
Types of malware: virus, worm, trojan,	Recognise cybersecurity threats	Technology is vulnerable to misuse	Cybersecurity awareness poster
ransomware	Apply strategies to stay safe online	Personal actions help reduce risks	Scenario based quiz
Hacking threats and phishing	Explain consequences of cyber attacks		Case study analysis
Safe online behaviours			
Preventive measures (firewalls, antivirus,			
strong passwords)			
Python programming: variables, data	Write interactive Python programs	Programs solve problems through	Create an interactive text based program
types, operators		structured logic	Debugging challenges
Control structures: if/else, loops	Debug and improve solutions	Modular programming improves efficiency	Teacher assessment of code
Functions and modular code			
Input/output for interactivity			
Principles of image editing (layers, filters,	Use graphic design software effectively	Graphics communicate ideas visually	Create a poster, logo or infographic
effects)	Edit and manipulate images	File formats affect quality and usability	Before/after editing task
Vector vs bitmap graphics	Create 2D digital graphics projects		Peer review of designs
File types and optimisation			
2D design techniques			
Ethical issues in technology (digital divide,	,		Written case study analysis
bias, copyright)	,	and the environment	Class debate/discussion
Legal frameworks: Data Protection Act,	Suggest ethical approaches to asset use	Responsible choices matter	Short essay or presentation
Computer Misuse Act			
Cultural and environmental issues			
(ewaste, sustainability)			
Privacy concerns			
Basics of HTML structure (head, body,	Build simple websites using HTML and CSS		Create a multipage website project
tags)	Apply layout and styling techniques	Accessibility is essential for inclusivity	Peer evaluation for usability/accessibility
CSS for layout, colours, fonts	Implement accessibility features		Teacher marked portfolio
Accessibility principles (alt text, contrast,			
navigation)			
Responsive design basics			

iMedia GCSE

Knowledge (Topics / contexts) Pupils will know	Skills acquired Pupils will be able to:	Concept Pupils will understand	Assessment
1.1 Media industry sectors and products	You could start the unit by introducing the different sectors that make up the media industry and their importance to the economy. In the first lesson you could introduce traditional media and what is contained in that sector. Students could: • create a mind map of the traditional media sector with the products produced in each aspect as sub nodes • create an infographic about traditional media • research and create notes about how the traditional media sector is growing/shrinking and the reasons for this.	Summarise the key aspects of the Traditional Media sector Explain how Traditional media is changing and adapting	 Level of engagement with written and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback. Topic Tests. Quality of homework tasks designed to check for understanding of topics covered. Performance in Yr10 exam against good progress target. Performance in Yr11 mock exam against good progress target.
2.1 How style, content and layout are linked to the purpose.	This lesson is about how the purpose of a media product affects the style, content, and layout of the product. You could get students to: • identify the create a mind map of the conventions used to advertise/promote a product including: • colour	Explain how meaning is created for different purposes. Explain how the design of a media product is based on its purpose.	 Level of engagement with written and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback. Topic Tests. Quality of homework tasks designed to check for understanding of topics covered.
Knowledge (Topics / contexts) Pupils will know	Skills acquired Pupils will be able to:	Concept Pupils will understand	Assessment

2.1 How style, content and layout are	 language type and tone positioning of elements style of representation identify the create a mind map of the conventions used to educate including: colour language type and tone positioning of elements style of representation provide small groups with a variety of products from each purpose. Ask them to create a set of conventions based on what they find out has been used. This lesson is about how the purpose of a 	Explain how meaning is created for different	 Performance in Yr10 exam against good progress target. Performance in Yr11 mock exam against good progress target. Level of engagement with written
linked to the purpose.	media product affects the style, content and layout of the product. You could get students to: • identify the create an infographic of the conventions used to influence including: • colour • language type and tone • positioning of elements • style of representation.	purposes. Explain how the design of a media product is based on its purpose.	 and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback. Topic Tests. Quality of homework tasks designed to check for understanding of topics covered. Performance in Yr10 exam against good progress target. Performance in Yr11 mock exam against good progress target.
2.3 Audience demographics and segmentation	This lesson is about how audiences can be divided up into groups based different criteria. You could get students to: • create a mini knowledge organiser for each of the	Describe how audiences are segmented Explain why audience segmentation is used Explain how different audience groupings affect a media product designs and type.	 Level of engagement with written and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback. Topic Tests.
Knowledge (Topics / contexts) Pupils will know	Skills acquired Pupils will be able to:	Concept Pupils will understand	Assessment

2.5 Media codes used to convey meaning, create impact and/or engage audiences	different segmentations' classifications. define each how will affect product design (link to 2.1 information) split into small groups with each group researching a segmentation to produce a 3 slide presentation title define define define defict on product. You could give students a media product such as a computer game, magazine advert and explain who the audience segment was for the product and how the product was designed to meet the segmentation group. This lesson is about media codes and conventions. You could get students to: define what technical and symbolic codes are create an infographic or poster explaining what the different technical and symbolic codes are.	Explain the difference between technical and symbolic codes Explain how technical and symbolic codes are used to create meaning	 Quality of homework tasks designed to check for understanding of topics covered. Performance in Yr10 exam against good progress target. Performance in Yr11 mock exam against good progress target. Level of engagement with written and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback. Topic Tests. Quality of homework tasks designed to check for understanding of topics covered. Performance in Yr10 exam against good progress target. Performance in Yr11 mock exam against good progress target.
3.1 Work planning	This lesson is about the phases of a media production. You could get students to:	Explain the phases of a media production Identify the documents used in each phase of a media production	 Level of engagement with written and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback.
Knowledge (Topics / contexts) Pupils will know	Skills acquired Pupils will be able to:	Concept Pupils will understand	Assessment

	create a 3ring Venn diagram for with each ring related to a phase in each phase include: documents used (link to 3.2 and 3.3) job roles (link to 1.2) create a short presentation explaining each phase of a media production.		 Topic Tests. Quality of homework tasks designed to check for understanding of topics covered. Performance in Yr10 exam against good progress target. Performance in Yr11 mock exam against good progress target.
3.2 Documents used to support ideas generation	This lesson is about the purpose, conventions, and components of a mind map. You could get students to: • create a mind map for a past assignment • create an annotated mind map explaining each of the roles of its components and how they make a document effective • create a presentation explaining: o purpose o phase use o users of document hardware and software needed to create a mind map.	Explain the purpose of a mind map Explain how a mind map is created Explain how a mind map can be made effective for the end user Identify the users of a mind map	 Level of engagement with written and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback. Topic Tests. Quality of homework tasks designed to check for understanding of topics covered. Performance in Yr10 exam against good progress target. Performance in Yr11 mock exam against good progress target.
4.1 Distribution platforms and media to reach audiences	This lesson is about using online platforms for distribution. You could get students to: • research into the online platforms used at home and in business for media products • create a fact sheet explaining the characteristics and uses of • Apps • multimedia	Explain how online platforms are used to deliver media products How the characteristics of the platforms effects the choice of platform for a media product.	 Level of engagement with written and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback. Topic Tests. Quality of homework tasks designed to check for understanding of topics covered. Performance in Yr10 exam against good progress target.
Knowledge (Topics / contexts) Pupils will know	Skills acquired Pupils will be able to:	Concept Pupils will understand	Assessment

	 Web explain why these platforms are used – advantages and disadvantages based on: audience reach carrying capacity speed of transmission. 		Performance in Yr11 mock exam against good progress target.
4.2 Properties and formats of file formats	This lesson is about file compression. You could get students to: • create a Venn Diagram style image of file compression with the differences between Lossy and Lossless Compression • create a help sheet to use in coursework units that would help them make decisions about using Lossy/ Lossless compression for their work explain lossy and lossless compression in less than 280 characters.	Explain what file compression is Explain the differences between Lossy and Lossless compression	 Level of engagement with written and practical tasks set within lessons. Actions taken by pupils in the light of verbal feedback. Topic Tests. Quality of homework tasks designed to check for understanding of topics covered. Performance in Yr10 exam against good progress target. Performance in Yr11 mock exam against good progress target.

iMedia GCSE

Students in iMedia will be interested in learning in practical, real-life situations, such as: developing visual identities for clients, planning and creating original digital graphics, planning, creating and reviewing original digital media products. This qualification will also help develop learning and skills that can be used in other life and work situations, such as: 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, understand the appropriate use of media to convey meaning, use of planning techniques to complete tasks in an organised way which meet deadlines.