

Year 10			Curriculum Checkpoints: What do students know and what can they do?			
Creative iMedia			Developing	Securing	Mastering	Excelling
AF1	R094 NEA Visual Identity and Digital Graphics	2.3 Techniques to plan visual identity and digital graphics	<p>Creates a basic mood board, concept sketch and visualisation diagram for a visual identity.</p> <p>Shows a limited justification for why the visual identity is fit for purpose.</p> <p>Some assets are sourced and referenced in an asset log.</p>	<p>Produces adequate planning documents; mood board, concept sketch and visualisation diagram including all required elements.</p> <p>Justifies some reasons why the visual identity is fit for purpose.</p> <p>Appropriate assets are sourced from the Internet and are recorded in an asset log with some attempt to explain their permissions.</p>	<p>Produces suitable planning documents; mood, concept sketch and visualisation diagram to show design ideas with a clear sense of target audience.</p> <p>Justifies why the visual identity is fit for purpose.</p> <p>A range of appropriate assets are sourced from the Internet and stock libraries and their permissions are explained.</p>	<p>Produces detailed planning documents; mood board, concept sketches and visualisation diagram to show design ideas and possible layouts.</p> <p>Fully justifies why the visual identity is fit for purpose.</p> <p>A wide range of assets are sourced from a variety of sources and permissions are clearly explained.</p>
AF2	R094 NEA Visual Identity and Digital Graphics	3.1 Tools and techniques of imaging editing software used to create digital graphics	<p>Uses some simple Photoshop tools and techniques to create a digital graphic which meets the client brief.</p>	<p>Uses some simple and advanced Photoshop tools and techniques to create a digital graphic which meets the client brief.</p>	<p>Uses a variety of simple and advanced Photoshop tools and techniques to create an effective digital graphic which meets the client brief and target audience.</p>	<p>Uses a wide variety of basic and advanced Photoshop tools and techniques to create an effective digital graphic which fully meets the client brief and target audience.</p>
AF3	R094 NEA Visual Identity and Digital Graphics	3.2 Technical skills to source, create and prepare assets for use within digital graphics	<p>The properties and file formats of the final digital graphic are limited in their appropriateness.</p> <p>Some assets are saved with appropriate names.</p>	<p>Uses file formats to retain image quality both with/without transparency.</p> <p>Saves files for the visual identity and digital graphics as both high and low resolution as per the client requirements which are stored in folders.</p>	<p>Can rasterise vector based graphics for use in bitmap graphics.</p> <p>Uses different storage locations to clearly differentiate original and edited assets in separate folders.</p>	<p>Modifies assets to make sure they are technically compatible for use with the print graphic including pixel dimensions and dpi resolution.</p> <p>Repurposes and exports digital graphics in file formats with image properties which meet client requirements.</p>

AF4	R093 Creative iMedia in the Media Industry	2.1 How style, content and layout are linked to the purpose	Understands there are different purposes of media products.	States how style, content and layout can be adapted to meet some media product purposes.	Gives examples of how style, content and layout are adapted to meet the 5 different media product purposes.	Is able to fully explain with relevant examples how style, content and layout are adapted to meet the 5 different media product purposes.
		2.2 Client requirements & 2.3 Audiences/ demographics and segmentation	<p>Can recognise keywords and information in client briefs</p> <p>Knows the different categories of audience segmentation.</p>	<p>Is able to state the 9 client requirements from a client brief.</p> <p>Identifies examples of the way audiences are grouped for each segmentation type.</p>	<p>Knows the different ways that client briefs are communicated.</p> <p>Can give the reasons for, and benefits of, audience segmentation.</p>	<p>Is able to interpret requirements in client briefs to generate ideas and plan.</p> <p>Fully explains how audience characteristics influence the design and production of media products.</p>
AF5	R093 Creative iMedia in the Media Industry	<p>2.4 Research methods, sources and types of data & 2.5 Media codes used to convey meaning, create impact and/or engage audiences</p>	<p>Knows the difference between primary and secondary research methods.</p> <p>Identifies the three different media codes.</p>	<p>Explains the difference between primary and secondary research methods.</p> <p>Can explain the terms technical, symbolic and written media codes.</p>	<p>Explains with examples the difference between primary and secondary research methods.</p> <p>Knows the different technical, symbolic and written codes used to convey meaning, create impact and/or engage audiences.</p>	<p>Explains the advantages and disadvantages of both primary and secondary research methods.</p> <p>Summarises how media codes are used to convey meaning, create impact and/or engage audiences.</p>

	R093 Creative iMedia in the Media Industry	3.1 Work planning & 3.2 Documents used to support ideas generation	<p>Know the term work plan. Identifies the purpose of a flowchart, script, storyboard and wireframe.</p>	<p>Can identify the components of a work plan. Knows when to use a flowchart, storyboard, script and wireframe.</p>	<p>Can explain the role of workplan components and the advantages of using it in work planning. Is able to explain the users of a flowchart, storyboard, script and wireframe.</p>	<p>Describes how workplans are used to manage time, tasks, activities and resources for individuals and large teams. Explains in detail how to improve the effectiveness of a flowchart, storyboard, script and wireframe for users in given contexts.</p>
AF6	R095 Characters and Comics NEA Preparation	1.1 Plan Characters and Comics	<p>Identifies some different types of characters in comics.</p>	<p>Explains the different types of characters and how they are used within comics.</p>	<p>Can explain the different types of character features and how conventions of types of character are linked to their purpose and target audience. Understands how digital characters' facial characteristics are used to convey emotion.</p>	<p>Justifies how digital characters' physical and non-physical characteristics are used to convey emotion and the distinguishing features of iconic visual styles created by Marvel, DC Comics, Shultz, Herge and Disney are used.</p>
		1.2 Conventions of Comics	<p>Recognises some conventions of comic design and layout such as panel shape, size and layout.</p>	<p>Understands how panel layout is used to convey the story flow/speed of action/content/ passage of time.</p>	<p>Can use focal points within each panel to draw the reader's eye to key points and support the story flow. Is able to use typography and text styles, environments and backgrounds to set the scene.</p>	<p>Explains how assets and components are used to create content within comics including communication bubbles to convey expression, narration/captions to convey meaning and tell the story and onomatopoeia for emphasis/exaggerated reaction.</p>