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**Knowledge Rich Curriculum Plan**

OCR Cambridge National in Creative iMedia Level 2

R097 – Interactive Digital Media



| **Lesson/Learning Sequence**  | **Intended Knowledge:***Students will know that… Students will know how to…* | **Tiered Vocabulary**  | **Prior Knowledge:***In order to know this students, need to already know that…* | **Assessment**  |
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| **Task 1:****Client Requirements** | * Students will know that a client requirement is the features and designs that the client wants on their product.
* Students will know that a client requirement is important to understand before they start the design process.
 | InterpretRequirementClientPurposeInteractiveMultimediaProduct | * Students need to already know that a client is a person or organisation who asks for a product to be created for them.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Target Audience** | * Students will know that there are different factors for target audience which can include age range, gender, interests, income or location.
* Students will know that the target audience can influence the design of the product in terms of colour, text, images and layout.
 | InfluenceDesignsInterestsGenderTarget AudienceComposition | * Students need to already know that different age ranges such as children and adults will affect how a product is designed.
* Students need to already know that an audience is the people who are viewing or using the product.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Mood Board** | * Students will know that the purpose of a mood board is to generate ideas or get an impression about theme of a product.
* Students will know that a mood board should include images, colour schemes, fonts and explanations about the ideas.
 | PlanningThemeImpressionColour SchemeHouse StyleTypography | * Students need to already know that a mood board is a collage of images about a particular topic or theme.
* Students need to already know that a mood board is something you create before you start making a product.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Mind Map** | * Students will know that the purpose of a mind map is to generate ideas and make connections or links between them.
* Students will know that a mind map should include a central node, sub-nodes and branches.
 | ConnectionsDiagramPlanningCentral NodeSub-nodesBranches | * Students need to already know that a mind map is a diagram where you can write down all of your thoughts and ideas.
* Students need to already know that a mind map helps with the planning before creating the product.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Visualisation Diagram** | * Students will know that the purpose of a visualisation diagram is to plan the layout and features of a product.
* Students will know that a visualisation diagram should include sketches, colour schemes, fonts and annotations explaining design decisions.
 | DesignLayoutFeaturesVisualisationAnnotationsTypography | * Students need to already know that a designer/developer will draw sketches or designs of the product before they create them.
* Students need to already know that designs of a product could be hand drawn or digitally created.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Assets and File Formats** | * Student will know that an asset is a multimedia element which could be text, graphic, image, video, animation or sound.
* Students will know that properties of an asset such as resolution, file size and file format can be adjusted to make them more appropriate for digital or printed products.
 | PropertiesSuitablePropertiesAssetMultimediaResolution | * Students need to already know that there are different parts that make up a product including images, text and graphics.
* Students need to already know some of the basic file formats such as .jpg, .mp3 and .mp4.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1: Test Plan** | * Students will know the importance of testing a product so that any errors can be fixed.
* Students will know that functionality is when you check that the features of the product work correctly.
 | TestingErrorsOutcomesFunctionalityBugsDe-bugging  | * Students need to already know that computer programs can have bugs (errors) that can affect how it works.
* Students need to already know that running or using the product once completed will help to identify any bugs.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Sourcing Assets** | * Students will know how to correctly source and store their assets in to an Assets folder.
* Students will know that Copyright law is in place to prevent other people from using assets without the owner’s permission.
 | SourcePermissionImplicationMultimediaAssetCopyright | * Students need to already know that an asset is a multimedia element which could be text, graphic, image, video, animation or sound.
* Students need to already know that assets can be created by yourself or collected using the internet.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Visual Identity** | * Students will know that visual identity is the logo, brand name and slogan.
* Students will know that the visual identity can include graphics, shapes and text.
 | LogoBrandRecognisableGraphicSloganHouse StyleVisual Identity | * Students need to already know that organisations use logos to make them visually recognisable.
* Students need to already know that organisations will use a colour scheme in their logo to help with their branding.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Website Banner** | * Students will know how to decide suitable dimensions for the website banner.
* Students will know the importance of using a house style on a product.
 | DesignDimensionsPromoteWebsite BannerGraphicHouse Style | * Students need to already know that a graphic is a visual design which has been created using a computer.
* Students need to already know what should be included on a banner at the top of a website.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Navigation Buttons** | * Students will know that navigation buttons can have different states to make them interactive.
* Students will know the importance of using a house style on a product.
 | ButtonsShapeColoursNavigationHouse StyleUp/Over State | * Students need to already know that websites use buttons to access different web pages.
* Students need to already know that buttons are graphics which are made up of shapes, colours and text.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Master Template** | * Students will know that a master template will use a table to help position assets in different positions on the page.
* Students will know the importance of using a template to keep a consistent house style on a product.
 | LayoutConsistentTemplateNavigationHouse StyleHyperlink | * Students need to already know that a template can be used to structure the layout of a product.
* Students need to already know the features of a website including background, banner, navigation and titles.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Website Content** | * Students will know that all images should be the same file formats and dimensions for a consistent approach.
* Students will know how to insert a range of different multimedia on to the web pages.
 | ContentInformationRelevantFormattingDimensionsProperties | * Students need to already know that web pages need to provide information for its intended audience.
* How to select relevant images and information to populate their web pages.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Tables and Forms** | * Students will know that a table can be formatted to include borders, headings, alignment and colours.
* Students will know that answers to form questions could include text fields, check boxes, radio buttons and drop-down options.
 | TablesFormsQuestionnaireFormattingRadio buttonsCheck Boxes | * Students need to already know that a table is used to clearly lay out information in a presentable way.
* Students need to already know that websites have features where the user can fill out a form or answer a questionnaire.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Recording Audio** | * How to use techniques to edit audio such as importing, trimming, adjusting volume and exporting.
* That recording audio could be used for sound effects, narration or music.
 | MusicVolumeSound EffectsImportingTrimmingExporting | * Students need to already know that a script can be used to plan out a number of products including videos, films, tv shows and TV or radio adverts.
* Students need to already know that resources needed to record an audio would include microphone, headphones and sound editing software.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Video Editing** | * Students will know how to use techniques to edit audio such as importing, trimming, adjusting volume and exporting.
* Students will know that recording video could be used for adverts, trailers or promotional videos.
 | VideoEditingVolumeImportingTrimmingTitles/CaptionsTransitions | * Students need to already know that a storyboard can be used to plan out a number of products including videos, films, tv shows/adverts, animations and games.
* Students need to already know that resources needed to edit a video would include mouse, headphones and video editing software.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Animation** | * Student will know that animations are created using frames, layers and motion tweens.
* Student will know that file formats for animations such as .gif, .html5 and .svg and which one will be more suitable for their website.
 | MotionLayersFramesAnimationTweenExport | * Students need to already know that an animation is a moving graphic.
* Students need to already know that animations are used on a product because they are more eye-catching and appealing to the audience.
 | Retrieval TaskQuestioningNEA Task |
| **Task 3:****Testing** | * Students will know that thorough testing of a product will assess the effectiveness and accuracy of its features.
* Students will know that testing is used to identify any improvements that still need to be made to a product before it is released.
 | TestingErrorsImprovementsFunctionalityBugs/Glitches | * Students need to already know the importance of testing a product so that any errors can be fixed.
* Students need to already know that functionality is when you check that the features of the product work correctly.
 | Retrieval TaskQuestioningNEA Task |
| **Task 3:****Website Review** | * Students will know that a website review will assess the suitability of the product for the client and the target audience.
* Students will know that a review is useful to assess what you would do differently for future projects and further developments.
 | AdvantagesDisadvantagesSuitabilityFunctionalityPropertiesDevelopments | * Students need to already know that a review should focus in the advantages and disadvantages of a product.
* Students need to already know that a review happens at the end of the process once the product is complete.
 | Retrieval TaskQuestioningNEA Task |