Year 10 – Half term 5	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
R093 Creative iMedia in the media industry What? When? Why?						
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Weeks 1 - 6	R093 Creative iMedia in the media industry	Lesson 1	Lessons 1 - 3	Job roles continued	Lesson 1	Lesson 1
	Lesson 1 Students will be able to understand what is meant by the media. Lesson 2 Students will be able to understand the structure of the iMedia course. Lesson 3 Students will be able to organise their user area and resources for the course.	Students will be able to understand the different sectors that form the media industry and how these are evolving. Lesson 2 Students will be able to understand the types of products produced by, and used in, different sectors. Lesson 3 Students will be able to understand that the same product can be used by different sectors.	Students will be able to understand the main job roles in the media industry. Students will be able to understand how each role contributes to the creation of media products. Students will be able to understand the main responsibilities of each role. Students will be able to understand the production phases each role is specific to.	Lessons 1 - 3 Students will be able to understand the main job roles in the media industry. Students will be able to understand how each role contributes to the creation of media products. Students will be able to understand the main responsibilities of each role. Students will be able to understand the production phases each role is specific to.	Students will be able to understand factors influencing product design. Lesson 2 Students will be able to understand how style, content and layout are linked to purpose. Lesson 3 Students will be able to understand client requirements and how they are defined.	Students will be able to understand audience demographics and segmentation. Lesson 2 Students will be able to understand research methods, sources, and types of data. Lesson 3 Students will be able to understand the media codes used to convey meaning, create impact and/or engage audiences.

Year 11 – Half term 5	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
R093 Creative iMedia in						
the media industry –						
revisit in exam						
preparation						
What?						
When?						
Why?						
Weeks 1 - 6	R093 Creative iMedia in	Lessons 1 - 3	Job roles continued	Lesson 1	Lesson 1	Lesson 1
	the media industry –					
	revisit in exam	Students will be able to	Lessons 1 - 3	Students will be able to	Students will be able to	Students will be able
	preparation	understand the main		understand factors	understand audience	to Identify the
		job roles in the media	Students will be able to	influencing product	demographics and	purpose of work
	Lesson 1	industry.	understand the main	design.	segmentation.	planning.
	Churchamba will ba abla ba	Carrie and a colline and the de-	job roles in the media	1 2	Lana 2	1 2
	Students will be able to understand the	Students will be able to	industry.	Lesson 2	Lesson 2	Lesson 2
		understand how each	Students will be able to	Students will be able to	Students will be able to	Students will be able
	different sectors that	role contributes to the	understand how each	understand how style,	understand research	to describe the
	form the media industry	creation of media		content and layout are	methods, sources, and	
	and how these are	products.	role contributes to the	linked to purpose.	types of data.	advantages of
	evolving.	Students will be able to	creation of media	mined to purpose.	types or data.	workplans.
	Lesson 2	understand the main	products.	Lesson 3	Lesson 3	Lesson 3
	Lesson 2		Students will be able to			20330113
	Students will be able to	responsibilities of each role.	understand the main	Students will be able to	Students will be able to	Students will be able
	understand the types of	role.	responsibilities of each	understand client	understand the media	to explain how
	products produced by,	Students will be able to	role.	requirements and how	codes used to convey	workplans are used to
	and used in, different	understand the	TOIC.	they are defined.	meaning, create impact	manage time, tasks,
	sectors.	production phases each	Students will be able to		and/or engage	activities and
	-	role is specific to.	understand the		audiences.	resources for
		,	production phases each			individuals and large
			role is specific to.			teams.

Lesson 3			
understan	will be able to ad that the duct can be ifferent		