Year 11 – iMedia Unit Plan 2021-22

Term delivered: Autumn Term 2	**Unit:** iMedia Unit R082 Task 1 and 2, R085 Task 1 and 2
	Length of unit: 14 Lessons

Knowledge content:
Client Requirements
Target Audiences
Work Plans
Asset Sourcing
Purposes and Devices for websites
Internet Connection Methods
Skills:
Analysing Digital Graphics design in reference to Purpose and Audience
How to construct a Work Plan, learn how to describe the pros and cons of devices viewing websites,
Assessment Objectives:
R082 LO1
R082 LO2
R085 LO1
R085 LO2

Lesson	Learning Objectives Key Terminology	Previous Knowledge Retrieval	Teaching Strategies and Resources (suggested) (include GCSE Pod/web link to video resource for teaching if applicable)	Knowledge / Skills outcomes	Independent Learning (include GCSE Pod/web link to video resource for students)
1 & 2	**To learn about how purposes and audiences influence design and layout of digital graphics.** Key Words: Purpose, design - Digital graphics are produced for a specific purpose, as we have learnt previously, for example to promote, to educate etc. - We have also learnt these are aimed at a certain audience, for example people with a low income or high income. - How do both these factors of purpose and audience influence the layout of a graphic?	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state how purposes and audiences influence design and layout. **Most**: Be able to describe the differences in layout for different audiences. **Some**: Be able to explain why the design and layout of graphics are produced to consider a different purpose or audience. Pupils will learn about how digital graphics are produced for different purposes, such as to promote or to educate. These purposes will influence the design and layout of graphics, for example in images or text.	Read the example document on purposes and layout and answer the questions on Teams.
3	**To learn about client requirements and target audience for a digital graphic.** Key Words: Client, target, audience - Client requirements make it clear what is to be produced and the intention of the product – what is to be achieved.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state the client requirements and target audience for a graphic. **Most**: Be able to describe a client requirement and what this will require in terms of a graphic. **Some**: Be able to explain why client requirements and target audience will affect the style or layout of a graphic.	Read the example document on client requirements and answer the questions on Teams.

	- There will be specific requirements set by the client for their digital graphic, highlighting these will aid production of a graphic to be fit for purpose. - Based on previous research, acknowledging the client requirements and target audience are vital to steer the design of the digital graphic, for example a theme or age of the user of the product.			Pupils will learn about how to interpret client requirements in a product and how a target audience may influence the design of a digital graphic.	
4 & 5	**To learn how to create a work plan and asset potential.** Key Words: Activities, contingencies - The purpose of a work plan is to provide a timescale for the project to be completed and to set time for each task – so to see what task needs to be completed by when. - Good work plans will contain duration, timescales, deadlines and resources. - Identifying potential assets to be used and their use within a digital product.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state what a work plan is. **Most**: Be able to describe the different features of a work plan. **Some**: Be able to explain how the different components of a work plan helps planning. Pupils will learn about the components of a work plan such as deadlines, activities or resources. Pupils will also understand the potential of assets for a digital graphic.	Read the example document on work plans and answer the questions on Teams.
6	**To learn how to create a visualisation diagram.** Key Words: Visualisation, sketch - Visualisation diagrams are used by companies around the world to create a sketch of the final digital product.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state what visualisation diagram is. **Most**: Be able to describe the different components of a visualisation diagram. **Some**: Be able to explain how to annotate components of a visualisation diagram. Pupils will learn about the components of a visualisation diagram, such as Images or	

				annotations. Pupils will then apply this knowledge by creating a visualisation diagram.	
	- Visualisation diagrams must contain the logo, images, text, and in particular annotation that guides and explains the content of the visualisation diagram.				
7	**To learn about legislation for digital graphics.** Key Words: Legislation, copyright - Legislation are the laws that protect a person or their products. - Copyright protects the creator of a product and prevents people using it without permission. - When assets are used with a digital graphic, copyright needs to be considered and images sourced and acknowledged.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state what legislation is. **Most**: Be able to describe different legislation acts in regards to assets. **Some**: Be able to explain how legislation will affect the choices made in producing a digital product. Pupils will learn about legislation within using assets in a digital product. Copyright is a particular example of legislation and pupils will understand the issues surrounding this law.	Read the example document on legislation and answer the questions on Teams.
8	**To learn about relevant skills and resources for a digital graphic.** Key Words: Skills, resources - What are the relevant skills that were learnt during R081 and that were applied to the current unit? - Why were they useful and how did they assist your planning for your product? - Resources for your digital product need to be addressed and explained within planning. Considering which resources, you will need will allow better organisation when creating the product or planning documents.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state different relevant skills and Resources. **Most**: Be able to describe relevant skills learnt from R081 and resources needed. **Some**: Be able to explain why relevant skills aided the product and why resources helped produce work for the product. Pupils will learn about relevant skills they have learnt within R081 unit and also resources used and be able to explain how they applied these skills to their digital product.	

9	**To learn about purposes of website.** Key Words: Purposes, components - There are millions of websites in existence. All websites will have a specific purpose. - Is the website primarily for selling goods, is it to provide information or perhaps its purpose is for education such as BBC Bitesize. - Component features are the parts or elements of a website that make it work or function. - Examples could be a navigation menu to allow access to other websites on the website or a search box to search for key words.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state a purpose or reason for website in the public domain. **Most**: Be able to provide different website purposes in the public domain and give different component features. **Some**: Be able to explain different website purposes and a good variety of component features. Pupils will learn about different purposes of websites, some websites are used within retail and to sell products, others provide a service. Pupils will need to demonstrate a range of different purposes.	Read the example document on components and answer the questions on Teams.
10	**To learn about devices used for websites.** Key Words: Devices, display - There are many electronic devices that we use in today's world. - We use devices for communication, work or for gaming. - Which devices can access websites? What are the differences between these devices? Do some have large screens for example, are some touchscreen? There are many features of each device that can be used for different purposes.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state different devices available to access websites. **Most**: Be able to describe the differences between different devices used to access websites. **Some**: Be able to explain the advantages or disadvantages of one device compared to another used to access websites. Pupils will learn about the different devices that are used to access websites. What are the advantages or disadvantages of each device?	
11	**To learn about methods to connect to the Internet.**	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state a method to connect to the internet.	Read the example document on connections

	Key Words: Methods, connections - There are different ways to connect to the internet. - Wi-Fi connection is a commonly used connection method, for which has its advantages and disadvantages. - There are many other methods to connect to the internet, which is best for which use?			**Most**: Be able to describe the features of a method to connect to the internet. **Some**: Be able to explain the advantages or disadvantages of a connection method over another method. Pupils will learn about and research different ways to connect to the internet the advantages or disadvantages of each.	and answer the questions on Teams.
12	**To learn about client requirements and target audience for a website.** Key Words: Client, target, audience - As discussed previously, client requirements will be defined for different website purposes, for example to provide a service or to have certain images or style. - The target audience will also be a contributing factor for the design and layout of a website, think of the differences between a website aimed at teenagers compared to an audience for people at retirement age.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state the client requirements and target audience for a website. **Most**: Be able to describe how the client requirements and target audience will influence the design of the website. **Some**: Be able to explain features of the website that will be fit for purpose in relation to the client requirements and target audience. Pupils will learn about client requirements, what does the client need for their product, are there any specific requirements they need from a website. Is a target audience specified and what would be the characteristics or content of the website that would make it suitable for this audience?	
13	**To learn about relevant skills and resources for a website.** Key Words: Skills, resources - What are the relevant skills that were learnt during R081 and that were applied to the current unit?	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state what relevant skills are and what resources are needed. **Most**: Be able to describe a relevant skill used from R081 in this unit and resource used to produce the website. **Some**: Be able to explain why learning relevant skills and applying to this unit helped the production of the website. In addition,	Read the example document on resources and answer the questions on Teams.

	- Why were they useful and how did they assist your planning for your website? - Resources for your website need to be addressed and explained within planning. Considering which resources, you will need, will allow better organisation when creating the product or planning documents.			justifying why resources were used in this unit. Pupils will learn about the relevant skills that have been learnt from unit R081 and how these were applied this particular unit and digital product.	
14	**To learn how to improve a work plan for a website.** Key Words: Activities, contingencies - As discussed previously, the purpose of a work plan is to provide a timescale for the project to be completed and to set time for each task – so to see what task needs to be completed by when. - Good work plans will contain duration, timescales, deadlines and resources. - Work Plans for websites need to be considered carefully also, building different elements and content that needs to be produced.	Starter: R081 Exam question.	I-Media folder on the Q drive.	**All**: Be able to state what a work plan is. **Most**: Be able to describe different features of a work plan. **Some**: Be able to explain why different components make an effective work plan, for example deadlines. Pupils will learn about how to improve an existing work plan. What features of a work plan is their current version contain or missing?	