



Cambridge Nationals in Creative iMedia Learning Journey (2022 onwards)



TA3- Documents used to design and plan media products:

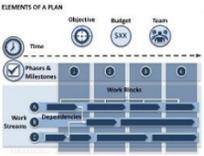
- Asset log
- Flow chart
- Script
- Storyboard
- Visualisation diagram
- Wireframe layout

TA3- Documents used to support ideas generation:

- Mind map
- Mood board

TA3- Work planning:

- Components of workplans



TA3- Legal considerations to protect individuals:

- Privacy and permissions
- Defamation - Defamation

TA2- Media codes

- Media codes
- Ways that meaning, impact and/or engagement are created
- Camera techniques
- Typography

TA2- Audience demographics and segmentation

- Categories of audience segmentation

TA4- Distribution platforms:

- Online -Physical platforms - Physical media

TA4- Image Files:

- The properties of digital static image
- Static image file formats

TA3- Health and safety:

- Health and safety risks and hazards
- Actions to mitigate health and safety risks
- Risks assessments
- Location reces

TA1- Job roles in the media industry:

- Creative
- Technical
- Senior roles

TA2- Research methods, sources and types of data:

- Primary research methods
- Secondary research sources
- Research data

TA2- Client requirements:

- Client requirements
- Client brief formats

TA1- Sectors of the media industry:

- Traditional media
- New media
- Products in the media industry

TA2-Interactive assets:

- Types of interactive assets

TA2- Product folder management

- Structure of the product folder
- File naming conventions

TA3- Save and Export:

- Save and export:
- Final interactive media product

The Media Industry



TA2-Audio assets:

- Types of audio
- Techniques to repurpose audio assets

TA2-Moving image assets:

- Types of moving images
- Techniques to repurpose moving images

TA 2- Techniques to create:

- Master page/template elements
- Master page/template
- Product content
- Playback controls
- Triggers and behaviours

TA 2- Techniques for sourcing suitable assets:

- Advanced searching
- Search by feature/property
- Search by licence @libraries

TA1- Features of interactive digital media:

- GUI
- Interface and interaction styles
- Accessibility
- Conventions of interactive digital media
- Creativity in interactive digital media

TA1- Hardware devices used to access interactive digital media:

- Computers
- Games consoles
- Kiosks
- Phones
- Smart TV
- Tablets

TA1- Content used in interactive digital media:

- Images
- Audio
- Video
- Animation
- Text
- Tables
- Lists
- Forms
- Navigational buttons
- Maps
- Quiz
- Layers

TA1- Pre-production and planning documentation and techniques

- Pre-production documentation for interface planning
- properties of assets linked to purpose
- Technical compatibility of assets
- Pre-production documentation and planning for user interaction

TA1- Resources required to create interactive digital media:

- Hardware and software used to create interactive digital media

TA1-Methods of user interaction:

- Touch screen/stylus
- Voice controls
- Camera input
- Keyboard/buttons
- Mouse/joystick control

TA1- The format types of interactive digital media:

- Websites
- Information points
- Mobile apps
- E-learning products
- Digital maps
- Games

Interactive digital media



TA2- Properties of digital graphics:

- Bitmap properties
- Vector Properties

TA2- Techniques to plan visual identity:

- Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics

TA3- Technical skills to source, create and prepare assets:

- Source assets for use in digital graphics
- Create assets for use in digital graphics

TA2- Layout convention:

- Additional information
- Headlines and copy
- Image content
- Titles and mastheads

TA2- Sourcing Assets:

Licences and permissions to use:

- Client images
- Internet
- Logos
- Photographs
- Stock library

TA3- Tools and techniques of imaging editing software:

- Software tools and techniques used to create digital graphics

TA3- Modify images and other assets:

- Resize and resample
- Modifying image properties

TA3- Save and Export visual identity

Save and export:

- Proprietary format master files
- Repurpose and export in appropriate file formats

TA2- Concepts of Graphic Design:

- Application of visual identity
- Alignment
- Typography
- Use of colour and colour systems
- Use of white space

TA1- Elements of visual identity:

- Graphic shape/symbol
- Typography
- Colour palette and me

TA1- Purpose of visual identity:

- Recognition/familiarity
- Establish a brand and develop brand loyalty
- Visual communication



TA1- Components of visual identity:

- Name
- Logo
- Slogan/strap line

Introduction:

- Specification requirements.
- Mark Scheme.
- Resources.
- Structure of the course



Digital Graphics



welcome

TA1- Visual identity design style:

- Business type
- Brand values
- Brand positioning