

Holy Family Catholic School – Faculty of Mathematics and Technology

Subject – OCR Creative iMedia

Autumn Half-Term 2

Year 11

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Hinge Question	Red Zone
Week 9 Lesson 1 Understand what interactive digital media is and its purposes.	Interactive, Media, Audience, Platform, Engagement	Develop	What interactive media have you used recently?	I can define interactive digital media and explain its purposes.	Which of the following best describes interactive digital media? A. A printed magazine B. A static billboard C. A website with clickable elements D. A radio broadcast	Compare interactive and non-interactive media with examples.
Week 9 Lesson 2 Identify different types and formats of interactive products.	Website, App, Game, E-magazine, Navigation	Develop	What is your favourite interactive product and why?	I can list types of interactive products and describe their key features.	Which product is an example of interactive media? A. A printed flyer B. A mobile app C. A newspaper D. A vinyl record	Research and categorise 3 interactive products by type and platform.
Week 9 Lesson 3 Understand how branding and visual identity apply to interactive media.	Brand, Logo, Colour Scheme, Typography, Consistency	Develop	What brands do you recognise instantly? Why?	I can describe how brand identity is used in interactive media.	What does consistent branding help achieve in interactive media? A. Faster loading times B. Stronger brand recognition C. Lower production costs D. More file formats	Redesign a logo to appeal to a different audience.

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Week 10 Lesson 4 Analyse existing interactive media products for design and purpose.	Analysis, Layout, Functionality, Target Audience	Develop	What makes an interactive product effective?	I can analyse existing products, commenting on design, usability, and audience.	Which factor is most important when analysing an interactive product? A. The number of pages B. The colour of the logo C. Its usability and audience appeal D. The file size	Compare two interactive products for design strengths and weaknesses.
Week 10 Lesson 5 Identify client requirements from a brief.	Client, Purpose, Audience, Constraints	Develop	What info do you expect to find in a brief?	I can extract and summarise key requirements from a client brief.	What is typically included in a client brief? A. The designer's name B. The target audience and purpose C. The product's final file format D. The colour palette	Write a short brief for a simple interactive product idea.
Week 11 Lesson 6 Research target audiences for an interactive product.	Demographics, Psychographics, User Needs, Accessibility	Develop	Why is audience research important?	I can identify target audience needs from research	Why is audience research important? A. To reduce costs B. To meet user needs effectively C. To choose a colour scheme D. To avoid copyright issues	Create a persona for your target audience.

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Week 11 Lesson 7 Generate ideas for an interactive digital product.	Ideation, Mind Map, Concept, Innovation	Plan	How do designers come up with new ideas?	I can produce and explain initial ideas that meet the client brief.	Which tool is most useful during ideation? A. Sitemap B. Mind map C. Flowchart D. Spreadsheet	Present two concept ideas and justify which is stronger
Week 11 Lesson 8 Plan structure and navigation for an interactive product.	Sitemap, Navigation, Flowchart, Links	Plan	What makes navigation intuitive?	I can design a basic navigation structure for my product.	What does a sitemap help you plan? A. Colour palette B. Asset sources C. Navigation structure D. Typography	Create an annotated flowchart for your planned product.
Week 12 Lesson 9 Create mood boards and visual mock-ups.	Mood Board, Mock-up, Colour Palette, Composition	Plan	What elements make up a mood board?	I can produce a mood board and mock-up reflecting my brand identity.	Which item would you include in a mood board? A. Sitemap B. Colour palette C. Test plan D. Bug report	Experiment with two alternative design themes.

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Week 12 Lesson 10 Plan content and assets for the product.	Asset, Content, Copyright, File Type	Plan	What types of media assets might you include?	I can list and justify assets needed for my product.	Which of the following is an example of a media asset? A. Sitemap B. Button C. Image file D. Flowchart	Create a asset log showing sources and file formats.
Week 13 Lesson 11 Develop a detailed production plan.	Schedule, Milestone, Task, Contingency	Plan	Why is planning important before production?	I can produce a clear and realistic production plan.	What is a milestone in a production plan? A. A colour choice B. A completed task checkpoint C. A type of asset D. A navigation link	Add contingency planning for potential issues.
Week 13 Lesson 12 Source and prepare assets for use.	Import, Edit, Optimise, Resolution	Plan	What makes a file web-ready?	I can locate, edit, and save assets appropriately for my project.	Which factor makes a file web-ready? A. High DPI B. CMYK colour mode C. Optimised resolution and format D. Large file size	Create before/after comparisons showing optimisation
Week 13 Lesson 13 Begin creating the interactive product.	Interface, Page, Button, Link	Create	What features make a good interface?	I can begin constructing my interactive product according to plan.	Which feature improves user interface design? A. Long paragraphs B. Hidden buttons C. Clear navigation and layout D. Unlabelled links	Add an interactive element not originally planned (e.g., rollover).
Week 14 Lesson 14	Hyperlink, Navigation Bar,	Create	What makes interaction engaging?	I can implement interactive elements that	What is a hotspot in interactive media? A. A place to store assets	Add accessibility features (e.g., alt text, keyboard navigation).

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Develop interactivity and navigation features.	Hotspot, Feedback			function correctly.	B. A clickable area triggering interaction C. A colour palette D. A type of animation	
Week 14 Lesson 15 Add and refine multimedia content.	Audio, Video, Animation, Integration	Create	What media types improve user engagement?	I can import and test multimedia features effectively.	Which media type is most engaging for users? A. Static text B. Audio or video C. Plain background D. Watermarked images	Add an additional media element and justify its purpose.
Week 15 Lesson 16 Test and evaluate functionality.	Testing, Bug, Functionality, Usability	Review	Why do we test digital products?	I can test my product and record results accurately.	Why is testing important in digital media production? A. To reduce colour options B. To ensure functionality and usability C. To increase file size D. To avoid using multimedia	Develop a test plan with at least 8 tests and expected outcomes.
Week 15 Lesson 17 Review feedback and make improvements.	Feedback, Refinement, Iteration	Review	What kind of feedback helps you improve most?	I can refine my product based on user testing and feedback.	What is the purpose of refinement in design? A. To add more pages B. To reduce interactivity C. To improve based on feedback D. To change the audience	Document and justify all changes made post-feedback.

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Week 15 Lesson 18 Create supporting documentation.	Documentation, Annotation, Evidence	Review	Why is documentation important?	I can produce clear documentation of my work process.	Which document shows your development process? A. Sitemap B. Asset log C. Developmental evidence D. Colour palette	Create/Develop your Developmental Evidence
Evaluate the finished product.	Evaluation, Effectiveness, Client Needs, Success Criteria	Review	How can you measure success of your product?	I can evaluate how well my product meets the brief and user needs.	What is the best way to evaluate a finished product? A. Count the number of pages B. Compare it to the brief and user needs C. Check the file size D. Review the colour scheme	Write a professional product evaluation for a portfolio.
Present the final interactive product.	Presentation, Portfolio, Showcase, Review	Review	How do you present digital work professionally?	I can present my completed interactive product and explain its features.	Which method is most professional for presenting your product? A. Sending a screenshot B. Delivering a live demonstration or pitch C. Printing the homepage D. Emailing a list of assets	Prepare and deliver a live demonstration or pitch.