

# UNIT OVERVIEW & LEARNING JOURNEY

## YEAR 11 – Creative iMedia: TERM 1

### R094 – VISUAL IDENTITY AND DIGITAL GRAPHICS



**PRIOR LEARNING** (from Key Stage 3):

	TERM 1	TERM 2	TERM 3
YEAR 7	<b>MY DIGITAL WORLD</b> Be SMART online and using ICT Software Mastery: Microsoft Suite	<b>AUDIENCE AND PURPOSE</b> Create products that have impact Software Mastery: PowerPoint	<b>UNDERSTANDING COMPUTERS</b> How computers work Software Mastery: Scratch
YEAR 8	<b>DIGITAL MEDIA</b> Being creative in a digital world Software Mastery: Photoshop	<b>CYBER SECURITY</b> Living in the modern world Software Mastery: PowerPoint	<b>PYTHON BASICS</b> Begin to programme Software Mastery: Python
YEAR 9	<b>CREATIVE DESIGN</b> Creative iMedia taster Software Mastery: Photoshop	<b>ADVANCED PYTHON</b> Computer Science taster Software Mastery: Python	<b>CREAT A VIDEO</b> Research developing technology Software Mastery: Premier Elements

#### Aim of this unit:

This is a coursework unit, which will be submitted in January. You have been practising Photoshop to help towards this unit.

In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.

For this piece of coursework, you will use Adobe Photoshop to complete tasks for the set assignment from OCR.

#### Assessment Procedures:

This is the second piece of coursework which you will need to complete **independently**. This unit is worth 25% of the overall course and final marks will be submitted in January.

Grading for the course is:

- Pass - equivalent to grade 4 at GCSE
- Merit - equivalent to grade 5.5 at GCSE
- Distinction - equivalent to grade 7 at GCSE

During each Unit, you should also track their own performance and are encouraged to use the Assessment Objectives to monitor own progress whilst completing each task.

#### Homework:

Homework will be set at least once a week. Details of individual homework can be found on Synergy. This will mostly be theory for Unit R093 as you are not allowed to complete coursework without teacher supervision.

J834: Level 2			My Target Grade:			L2P   L2M   L2D   L2D*		
R097	Mark	Grade	R093	Mark	Grade	R094	Mark	Grade
(/70:35%)			(/80:40%)			(/50:25%)		
Full Course			Total			Need on exam		



# UNIT R094 - Visual identity and digital graphics

## Theme park information leaflet

### TOPIC AREA 1: DEVELOP VISUAL IDENTITY

#### 1.1: Purpose, elements and design of visual identity

**Purpose of visual identity:** Recognition / familiarity | Establish a brand | Develop brand loyalty | Visual communication with audiences / consumers

DATE:

RAG RATE KEY



**Component features of visual identity:** Name | Logo | Slogan/strap line

DATE:

RAG RATE KEY



**Elements of visual identity:** Business type | Brand values | Brand positioning (economy, mid-range, high-end)

DATE:

RAG RATE KEY



### TOPIC AREA 2: PLAN DIGITAL GRAPHICS FOR PRODUCTS

#### 2.1 Graphic design and conventions

**Concepts of graphic design:** Application of visual identity | Alignment | Typography | Use of colour and colour systems | Use of white space

DATE:

RAG RATE KEY



#### 2.2 Properties of digital graphics and use of assets

**Licences and permissions to use assets sourced from:** Client images | Internet | Logos | Photographs | Stock library

DATE:

RAG RATE KEY



#### 2.3 Techniques to plan visual identity and digital graphics

**Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics:** Mood board | Mind map | Concept sketch | Visualisation diagram

DATE:

RAG RATE KEY



**TOTAL ACHIEVED FOR TASK 1 ON COURSEWORK**

/20

### TOPIC AREA 3: CREATE VISUAL IDENTITY AND DIGITAL GRAPHICS

#### 3.1 Tools and techniques of imaging editing software used to create digital graphics

**Software tools and techniques used to create digital graphics:** Image / canvas size | Layout tools | Drawing tools | Adjustments to brightness / contrast and colour | Use of selections | Use of layers and layer styles | Retouching | Typography | Filters and effects

DATE:

RAG RATE KEY



#### 3.2 Technical skills to source, create and prepare assets for use within digital graphics

**Source assets for use in digital graphics:** Images | Graphics  
**Create assets for use in digital graphics:** Editing sourced assets to create a derivative asset | Creating assets using drawing tools  
**Modify images and other assets to make sure the technical compatibility for use within print graphics:** Resize and resample | Modifying image properties  
**Store assets for use:** Storage location | Changing the file format

DATE:

RAG RATE KEY



#### 3.3 Techniques to save and export visual identity and digital graphics

**Save and export:** Proprietary format master files | Repurpose and export in appropriate file formats

DATE:

RAG RATE KEY



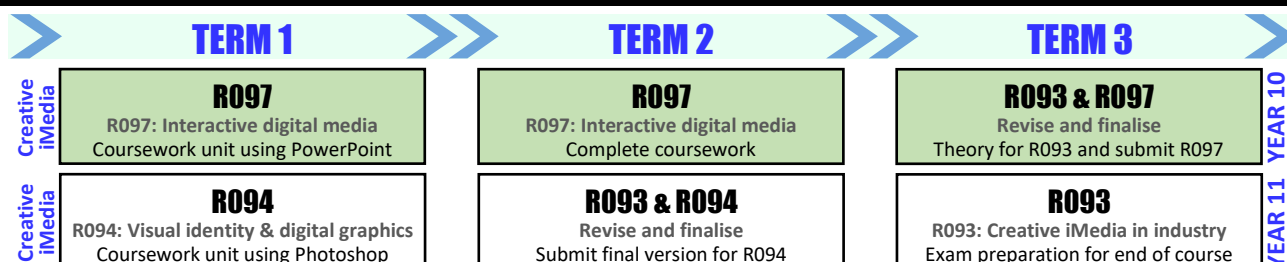
**TOTAL ACHIEVED FOR TASK 2 ON COURSEWORK**

/30

**TOTAL FOR THIS UNIT**

/50

### FUTURE LEARNING:



Ad Astra

★ SINCERE ★ THOUGHTFUL ★ ASPIRATIONAL ★ RESILIENT ★ SOLIDARITY ★

STARS