



Term 1 Learning Journey: CiM – Year 11



How does this unit link to prior learning?									
This is the final piece of coursework for this Creative iMedia course. It is worth 25% of your overall mark.									
What will you be learning about?					How does this link to the wider curriculum?				
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.					Rule of Law: You will learn that digital products must follow rules and conventions, such as meeting a client brief, using suitable age ratings, and including the correct information on media products which also links to responsible and appropriate use of digital media.				
					Mutual Respect: You will develop mutual respect by listening to the views of others during peer review and by giving constructive feedback to help improve each other’s work.				
We will develop our learning each week by focusing on:									
1. Week 1: The Scenario: You will get a first look at the set assignment from OCR and begin planning what visual identity you will create.					RAG	8 and 9. Create assets for digital product: Using Affinity, you will create all the assets that you will for your digital product.			RAG
2. Design the visual identity: You'll learn how to put together the core pieces of a brand's public face, like its name, logo, and slogan. You will then begin creating the initial ideas for the logo for your client.						10 and 11. Create digital product: Now create the digital graphic to showcase all the skills you have learnt by exporting the final version in the right format for hand-in.			
3. Final visual identity: For your final design choice, you need to justify why the visual identity is fit for purpose.						Coursework finalisation: You will spend the rest of this term working on the tasks in the NEA independently. There should be opportunities to receive feedback using OCR guidance and for you to improve work before submission.			
4. Produce planning document: For your digital graphic product, you will now produce relevant planning documents in detail so that another person could create this.									
5. Licenses and permissions: You'll learn the legal rules of using images from Google or stock libraries, so you don't get into copyright trouble.						Exam preparation: During this period, you will also prepare for the mock, which will be used to determine your AP 3 grade.			
6 and 7. Create the visual identity: Using Affinity, you will create the visual identity – make sure you evidence the tools before and after!									
Key vocabulary									
Visual identity	Mind map	Mood board	Recognition	Branding	Brand values	Colour	Shapes	Symbols	Typography
Brand positioning	Visualisation diagrams	Images	Assets	Licences	Permissions	Editing	Tools	Techniques	Export

How will this help you in the future?	
KS4	Beyond LHS
Complementary Learning: The practical design and planning skills you develop here directly support and complement other Key Stage 4 subjects, including GCSE Art and Design, GCSE Media Studies, GCSE Business Studies, and Cambridge Nationals in IT. Core Transferable Skills: Beyond iMedia, this unit strengthens essential academic and life skills, such as creative thinking, digital presentation, structured planning to meet tight deadlines, and independent problem-solving.	Level 3 Academic & Vocational Pathways: This unit provides the essential portfolio foundations required to progress onto higher education qualifications. Apprenticeship Opportunities: The visual identity competencies prepare you for industry-entry schemes, such as the Media and Broadcast Assistant Pathway Apprenticeship. Future Career Roles: Mastering graphic design concepts and software tools (like Affinity) opens doors to professional sectors across the vast media industry, giving you a head start for roles such as Graphic Designer, Content Creator, Web Designer, Illustrator, or Creative Director.