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	**MY DIGITAL WORLD** Be SMART online and using ICT **Software Mastery:** Microsoft Suite	**AUDIENCE AND PURPOSE** Create products that have impact **Software Mastery:** PowerPoint	**UNDERSTANDING COMPUTERS** How computers work **Software Mastery:** Scratch
YEAR 8	**DIGITAL MEDIA** Being creative in a digital world **Software Mastery:** Photoshop	**CYBER SECURITY** Living in the modern world **Software Mastery:** PowerPoint	**PYTHON BASICS** Begin to programme **Software Mastery:** Python
YEAR 9	**CREATIVE DESIGN** Creative iMedia taster **Software Mastery:** Photoshop	**ADVANCED PYTHON** Computer Science taster **Software Mastery:** Python	**CREAT A VIDEO** 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 (/70:35%)	**Mark**	**Grade**	**R093** (/80:40%)	**Mark**	**Grade**	**R094** (/50:25%)	**Mark** **Grade**
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:** 09/09 — RAG RATE KEY — ☺ ☺ ☹
Component features of visual identity: Name | Logo | Slogan/strap line	**DATE:** 09/09 — RAG RATE KEY — ☺ ☺ ☹
Elements of visual identity: Business type | Brand values | Brand positioning (economy, mid-range, high-end)	**DATE:** 12/09 — 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:** 17/09 — 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:** 19/09 — 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:** 12/09 — 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:** 26/09 — 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:** 19/09 — 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:

	TERM 1	TERM 2	TERM 3	
Creative iMedia	**R097** R097: Interactive digital media Coursework unit using PowerPoint	**R097** R097: Interactive digital media Complete coursework	**R093 & R097** Revise and finalise Theory for R093 and submit R097	YEAR 10
Creative iMedia	**R094** R094: Visual identity & digital graphics Coursework unit using Photoshop	**R093 & R094** Revise and finalise Submit final version for R094	**R093** R093: Creative iMedia in industry Exam preparation for end of course	YEAR 11

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