

Teaching and Learning Content: Creative iMedia Level 1/2 - J834

Year Group: 10

Spring Term – Half Term 4



R094: Visual Identity and Digital Graphics

Topic Area 2: Plan digital graphics for products

2.2 Properties of digital graphics and use of assets

2.3 Techniques to plan visual identity and digital graphics

Topic Area 3: Create visual identity and digital graphics

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

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

3.3 Techniques to save and export visual identity and digital graphics

Home Learning:

Students are expected to complete **one piece of iMedia home learning every week**

Key Questions: (A list of key questions)

- What are the technical properties of images and graphics?
- What licences and conditions do we need to consider?
- What pre-production and planning documentation is used to generate ideas and concepts for visual identity and digital graphics?
- What are the limitations of re-using social media content?
- How do we create mood boards?
- How are mind maps drawn out to expand ideas and identify details?
- How are concept sketches used to develop ideas?
- How do visualisation diagrams show design ideas and possible layout?
- What tools and techniques are used to create digital graphics?
- How do we source and create assets for use in digital graphics?
- Why is it important to modify images and other assets to make sure the technical compatibility for use within print graphics?
- How do we store, save and export digital assets and files?

Students will: (Success Criteria)

- Ensure that design concept for the visual identity is fully suitable for the client.
- Use of technical skills to create the visual identity is effective.
- All assets are prepared for use in the digital graphic.
- Final digital graphic products fully meet the client's requirements.
- Properties and format(s) of the final digital graphic products are clearly appropriate.

Diagnosis

- Retrieval activities organisers
- Self-assessment
- Official assessment

Therapy

- Sharing planned ideas
- DIRT tasks
- Peer to peer support

Testing

- Peer review
- Student self-assessment
- Teacher assessment
- External assessment