

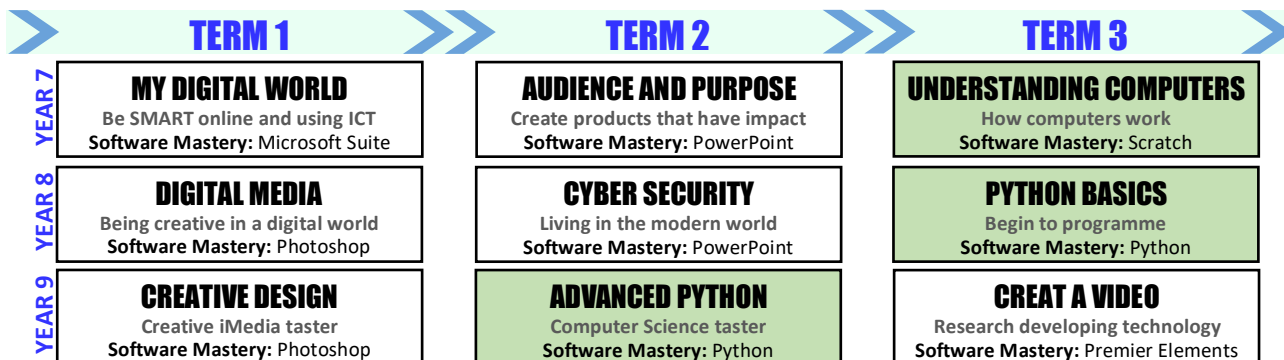
UNIT OVERVIEW & LEARNING JOURNEY

YEAR 11 – Creative iMedia: TERM 1

R094 – VISUAL IDENTITY AND DIGITAL GRAPHICS



PRIOR LEARNING (from Key Stage 3):



Aim of this unit:

This is a coursework unit, which will be submitted in January. Students have been working on this from the end of last year.

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

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

Assessment Procedures:

This is the second piece of coursework which students 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, students 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 students are not allowed to complete coursework without teacher supervision.

How can you help?

Encourage your child to attend sessions with their teacher after school to improve their coursework. They should also review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

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

Packaging for a high-end chocolate brand

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 ☺ ☹ ☹
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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 ☺ ☹ ☹
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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 ☺ ☹ ☹
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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 ☺ ☹ ☹
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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 ☺ ☹ ☹
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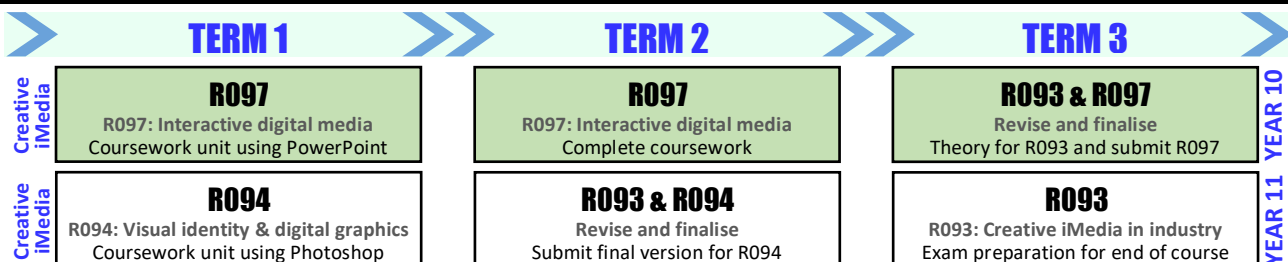
3.3 Techniques to save and export visual identity and digital graphics

Save and export: Proprietary format master files Repurpose and export in appropriate file formats	DATE: _____ RAG RATE KEY ☺ ☹ ☹
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TOTAL ACHIEVED FOR TASK 2 ON COURSEWORK /30

TOTAL FOR THIS UNIT /50

FUTURE LEARNING:



★ SINCERE ★ THOUGHTFUL ★ ASPIRATIONAL ★ RESILIENT ★ SOLIDARITY ★