# UNIT OVERVIEW & LEARNING JOURNEY



YEAR 11 - Creative iMedia: TERM 1

## R094 - VISUAL IDENTITY AND DIGITAL GRAPHICS

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

#### 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.

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R097	Mark	Grade	R093	Mark	Grade	R094	Mark	Grade
(/70:35%)			(/80:40%)			(/50:25%)		
Full Course Total								
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# - Visual identity and digital graphics UNIT R094

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TOPIC AREA 1: DEVELOP VISUAL IDENTITY			
1.1: Purpose, elements and design of visual identity			
Purpose of visual identity: Recognition / familiarity   Establish a	DATE:		
brand   Develop brand loyalty   Visual communication with audiences /	RAG RATE KEY		
consumers	©		
	DATE:		
Component features of visual identity: Name   Logo   Slogan/strap line	RAG RATE KEY		
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Flomente of misual identitus Dusiness type   Drand values   Drand	DATE:		
Elements of visual identity: Business type   Brand values   Brand positioning (economy, mid-range, high-end)	RAG RATE KEY		
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TOPIC AREA 2: PLAN DIGITAL GRAPHICS FOR PRODUCTS			
2.1 Graphic design and conventions			
Concepts of graphic design: Application of visual identity   Alignment	DATE:		
Typography   Use of colour and colour systems   Use of white space	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	DATE:		
Internet   Logos   Photographs   Stock library	RAG RATE KEY		
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2.3 Techniques to plan visual identity and digital graphics	D. A. MID.		
Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics: Mood board   Mind	RAG RATE KEY		
map   Concept sketch   Visualisation diagram	© © 8		
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