Holy Family Catholic School – Faculty of Mathematics and Technology

Subject – OCR Creative iMedia Half-Term 2 Year 10

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone	Hinge Questions
Lesson 1 I will understand what a visual identity is and how it communicates brand values.	Visual Identity, Brand, Logo, Colour Scheme, Typography	Develop	What brands can you identify by colour or logo alone?	I can describe what a visual identity is. I can identify components of a brand identity.	**In your own words, explain what visual identity means and why it is important.**	Which best describes a visual identity? A. A brand's recognisable visual features B. Only a business name C. Only the products sold Correct: A
Lesson 2 I will analyse existing visual identities used by travel-related brands.	Mood Board, Analysis, Design Elements, Target Audience	Develop	What makes a good logo? How do colour and font choices affect meaning?	I can analyse existing visual identities and explain their impact.	**Analyse the visual identity of two travel brands and compare their effectiveness.**	Why might two travel brands use different typography? A. Fonts always have the same meaning B. Fonts help communicate different brand personalities C. Font choice cannot affect an audience Correct: B
Lesson 3 I will learn how to identify the client's requirements from a design brief.	Client Brief, Purpose, Requirements, Constraints	Develop	What information do you look for in a client brief?	I can identify the purpose and audience from a brief. I can summarise key client requirements.	**Read a sample brief and identify its target audience, purpose, and format.**	Which detail must be taken from the client brief before designing? A. Your favourite colours B. The software you enjoy C. The client's purpose and target audience Correct: C
Lesson 4 I will plan my own visual identity to meet the client brief for a travel guide.	Planning, Sketch, Draft, Composition	Plan	What are the key elements of your design idea?	I can sketch initial ideas for my visual identity. I can explain how my ideas meet the brief.	**Create 2–3 initial logo sketches and annotate how they meet the client needs.**	Which initial sketch best meets a client brief? A. The most complex idea B. The one matching the required audience and purpose

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						C. The one using the most colours Correct: B
Lesson 5 I will identify the details of assets to be used, including permissions and copyright.	Asset, Copyright, Permissions, Creative Commons, Attribution	Develop Plan	What is copyright? How do you check if you can use an image?	I can identify assets needed and record permission details accurately.	**List all assets you plan to use and note whether they are created, sourced, or need permission.**	Can you freely use any image found through a search engine? A. Yes, if you credit the website B. Yes, if it is for school C. No, check its licence and permissions Correct: C
Lesson 6 I will complete my visual identity design ready for digital creation.	Logo, Layout, Prototype, Feedback	Plan	What changes could improve your logo idea?	I can refine my visual identity using feedback.	**Finalise your visual identity sketch, labelling fonts, colours, and layout choices.**	What is the best reason to change a logo after feedback? A. To better meet the brief and improve clarity B. To make it more complicated C. To include every possible font Correct: A
Lesson 7 I will create the visual identity I designed using digital tools.	Vector, Layer, Shape, Path, Fill	Create	What tools can you use to create shapes and text digitally?	I can create my visual identity using image editing software.	**Create your logo digitally using appropriate tools in Photoshop/Illustrator.**	Which feature makes it easier to edit a digital logo? A. Flattening every element B. Keeping shapes and text on separate layers C. Saving only a screenshot Correct: B

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Lesson 8 I will save my visual identity for use within my travel guide cover.	File Format, Export, Save As, PNG, SVG	Create	What file formats are best for logos?	I can save my logo in suitable formats for print and digital use.	**Save your logo as PNG (transparent) and SVG (scalable) and record your reasoning.**	Which file format is most suitable for a scalable vector logo? A. JPEG B. BMP C. SVG Correct: C
Lesson 9 I will learn how to create other assets for my digital graphic product.	Asset, Raster, Vector, Stock Image, Original	Create	What is the difference between raster and vector graphics?	I can create additional assets such as icons or banners.	**Design an icon or banner to support your travel guide visual theme.**	Which statement about vector graphics is correct? A. They can scale without pixelation B. They must be photographs C. They always use pixels Correct: A
Lesson 10 I will source additional assets (images, textures) for my travel guide cover.	Sourcing, Attribution, Metadata, Public Domain	Develop Plan	How can you check image licenses online?	I can source copyright-free assets and record their sources.	**Download three suitable images and record the source and license for each.**	What should be recorded when sourcing an online image? A. Just its filename B. Its source and usage licence C. Only the date downloaded Correct: B
Lesson 11 I will prepare and save assets for use within my travel guide cover.	Resolution, File Type, Cropping, Optimisation	Plan Create	What resolution is needed for print vs web?	I can edit, resize, and save assets in appropriate formats.	**Prepare and save your assets at correct resolutions for print and digital.**	What matters most when preparing an image for print? A. Screen brightness B. Number of file folders C. Appropriate resolution and dimensions Correct: C

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Lesson 12 I will plan the layout for my travel guide cover using my visual identity and assets.	Composition, Rule of Thirds, Balance, Alignment	Plan	What makes a cover layout effective?	I can design a layout using design principles and my visual identity.	**Create a wireframe or mock-up of your travel guide cover layout.**	What is the main purpose of a cover wireframe? A. To plan where elements will be placed B. To export the final product C. To prove permission to use assets Correct: A
Lesson 13 I will use image editing software to start creating my travel guide cover.	Layers, Mask, Blend, Adjustments	Create	What tools do you use to combine images effectively?	I can combine assets effectively and maintain quality.	**Create the background and initial composition of your travel guide cover.**	Which tool lets you hide part of an image without deleting it? A. Paint bucket B. Layer mask C. Text tool Correct: B
Lesson 14 I will continue creating my travel guide cover, ensuring it includes the visual identity.	Branding, Consistency, Composition	Create	Does your cover reflect your brand identity?	I can apply my logo and design elements consistently across the cover.	**Add your visual identity to your travel guide and explain design choices.**	What shows visual identity has been used consistently? A. Random fonts on each page B. Different logos in each section C. Repeated brand colours, fonts and logo Correct: C
Lesson 15 I will refine and improve my travel guide cover based on feedback.	Feedback, Iteration, Refinement, Review	Review	What changes could enhance readability or appeal?	I can evaluate and improve my digital graphic using feedback.	**Make two refinements based on peer/teacher feedback and justify changes.**	Which is the strongest response to constructive feedback? A. Make a justified refinement B. Ignore all suggestions C. Remove the whole design Correct: A

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Lesson 16 I will repurpose my cover for online use.	Repurpose, Resolution, Compression, Optimisation	Create	What are the differences between print and web graphics?	I can repurpose my design appropriately for online use.	**Save and optimise your cover for use on a website or social media.**	When repurposing a print cover for the web, what may need changing? A. The client's audience B. Dimensions and file size C. The meaning of the logo Correct: B
Lesson 17 I will export my digital graphic products in suitable file formats.	Export, File Type, JPEG, PNG, PDF	Create	What formats are best for print vs digital?	I can export my files in correct formats with suitable settings.	**Export your travel guide in two suitable formats and explain your choice.**	Which format is usually suitable for a photograph on a website? A. SVG text file B. Editable project file only C. JPEG with suitable compression Correct: C
Lesson 18 I will ensure that file properties meet client requirements.	DPI, Dimensions, Colour Mode (RGB/CMYK)	Create	What does DPI mean? Why use CMYK for print?	I can check and adjust file properties to meet client requirements.	**Check your final files meet the specified resolution, colour, and size.**	Which colour mode is generally used for commercial printing? A. CMYK B. RGB only C. Grayscale always Correct: A
Lesson 19 I will evaluate my final digital graphic products against the client brief.	Evaluation, Review, Suitability, Improvements	Review	Does your product meet the purpose and audience needs?	I can evaluate my design using feedback and the client requirements.	**Write a short evaluation describing how your design meets the brief.**	What is the strongest evaluation of a final design? A. "I like it" B. How it meets specific brief requirements, with evidence C. Only a list of software tools Correct: B

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Lesson 20 I will review my full production process and prepare my evidence for submission.	Export, Assets Log, Permissions Table, Evaluation	Review	What evidence do you need to submit for your assignment?	I can compile all documents and ensure they meet R094 assessment criteria.	**Complete your final submission folder including all evidence and exports.**	Which evidence should be included in the final submission? A. Just the final picture B. Only the first sketch C. Required planning, asset records, final exports and evaluation Correct: C