

Year 10 – Half term 1 What? When? Why?	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Weeks 1 - 6	<p>R094: Visual identity and digital graphics.</p> <p>Topic Area 1 - Develop visual identity.</p> <p>Lesson 1</p> <p>Purpose, elements and design of a visual; identity. Students will be able to understand what is meant by visual identity.</p> <p>Lesson 2</p> <p>Students will start to develop an understanding of the purpose of visual identity - recognition/familiarity, establish a brand, develop brand loyalty and visual communication with audiences/consumers.</p>	<p>Lesson 1</p> <p>Students will learn the component features of visual identity and their significant influence on the design style, content and layout of a digital graphic.</p> <p>Lesson 2</p> <p>Students will be able to understand the use of component features of visual identity; name, logo, slogan/strap line.</p> <p>Lesson 3</p> <p>Students will understand the elements/technical content of visual identity and how a visual identity is constructed from a designer's viewpoint.</p>	<p>Lesson 1</p> <p>Students will be able to understand the use of elements of visual identity; graphics, shape/symbol, typography, colour palette/meaning and layout/complexity.</p> <p>Lesson 2</p> <p>Students will learn how visual identity elements are influenced by business type, brand values and brand positioning.</p> <p>Lesson 3</p> <p>Students will be able to understand the use of brand positioning – economy, mid-range and high-end.</p>	<p>Lesson 1</p> <p>Students will learn how visual identity elements are combined to shape perception and create emotional response.</p> <p>Lesson 2</p> <p>Students will learn that visual identity needs to encapsulate brand values and be appropriate/relevant for the audience and type of market.</p> <p>Lesson 3</p> <p>Students will learn that if the perception or impression created by visual identity is not in line with the desired brand identity, then it is not fit for purpose.</p>	<p>Lesson 1</p> <p>Students will learn how to use appropriate elements to create visual identity suitable for different target audiences/consumers.</p> <p>Lessons 2 and 3</p> <p>Students will start Task 1 of their assignment. They will design a visual identity.</p>	<p>Lessons 1-3</p> <p>Students will continue to work on their assignment.</p> <p>Students will justify their design choices and explain why their visual identity is fit for purpose.</p> <p>Students will produce relevant planning documents for their digital graphic product.</p>

	<p>Lesson 3</p> <p>Students will be able to understand that visual identity is used to communicate the nature of brands and business' services or products.</p>					
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Year 11 – Half term 1	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
<p>What?</p> <p>When?</p> <p>Why?</p>	<p>R097: Interactive digital media</p> <p>Topic Area 1 - Plan interactive digital media products</p> <p>Lesson 1</p> <p>Students will be able to explain what an interactive digital media product is.</p> <p>Lesson 2</p> <p>Students will be able to describe the purpose of interactive digital media products.</p> <p>Lesson 3</p> <p>Students will be able to describe how audience affects the format of digital media products.</p>	<p>Lesson 1</p> <p>Students will be able to describe how devices used affects the format of digital media products.</p> <p>Lesson 2</p> <p>Students will be able to describe a range of content that can be used in interactive digital media products.</p> <p>Lesson 3</p> <p>Students will be able to describe how the form and structure of IDMP is affected by content.</p>	<p>Lesson 1</p> <p>Students will be able to describe how the form and structure of IDMP is affected by audience and purpose.</p> <p>Lesson 2</p> <p>Students will be able to describe a range of hardware devices used to access interactive digital media products.</p> <p>Lesson 3</p> <p>Students will be able to describe how the devices used in interactive digital media products are linked to the purpose and the audience.</p>	<p>Lesson 1</p> <p>Students will be able to describe how content can be adapted to suit different access methods.</p> <p>Lesson 2</p> <p>Students will be able to describe the methods of user interaction used to interact with IDMP.</p> <p>Lesson 3</p> <p>Students will be able to describe the methods of user interaction used to interact with IDMP.</p>	<p>Lesson 1</p> <p>Students will be able to identify the features of a Graphical User Interface (GUI).</p> <p>Lesson 2</p> <p>Students will be able to describe methods of interacting with digital media products.</p> <p>Lesson 3</p> <p>Students will be able to describe how devices can be made more accessible to users needs.</p>	<p>Lesson 1</p> <p>Students will be able to identify the features of non-linear navigation.</p> <p>Lesson 2</p> <p>Students will be able to describe ways of creating user friendly intuitive interfaces.</p> <p>Lesson 3</p> <p>Students will be able to identify different hardware and software used to create IDMP.</p>