Subject – Creative iMedia Autumn Half-Term 1 Year 10

Learning	Vocab	Concept	Retrieval	Success	Red Zone
Intention				Criteria	

Digital Literacy: The Essentials 2 lessons

To understand:

- Logging on to the school network changing password
- Setting up folders and saving work
- Formatting a document (Microsoft Office and Google Docs)
- ClassCharts (accessing work / upload homework / contact teachers / access whole class feedback, announcements and notifications / view your rewards)
- Completing online forms (Microsoft Forms / Google Forms)
- Office 365 Login and use of the software
- How to email correctly email etiquette (including attachments)

What is the purpose	Visual	Develop	What	I will be able to:	Unit 8094 - Topic Area 1: Develop visual id	
of a visual identity?	Identity	Plan	components		Unit R094 – Topic Area 1: Develop visual id Unit R094 – Topic Area 2: Plan digital graphics fo	or products
2 lessons	Branding		make up a	Know how visual identity	Your client is a company called INVENTAS.	MB3: 5–6 marks Design concept for the visual
	Communica		brand logo?	relates to brand		identity is fully suitable for the client.
	tion				The client, INVENTAS, wants a new brand visual identity including a logo, leaflet and web page. They don't want you to write the content they just want the brand so that all three of	MB3: 7–8 marks
	Logo		By using the	Understand what is	these products look and feel like they are all 'one'.	understanding of the extent to which the visual identity is fit for
	Colour		colours of red	meant by a brand	Create an annotated 'pack' for your client that contains: Mood board of colour ideas, a visualisation diagram that shows the leaflet, a logo and a wireframe diagram that shows the visual layout.	purpose. MB3: 5–6 marks
	Scheme		and white -	-	On all the second state of the thirty of the second state of the s	Produces detailed planning
	Typography		what might the	Understand what a		graphic product.
	Brand		product /	visual identity is		
	Consistency		company be	,	Purpose of Visual Identity	
			trying to say	Describe the purpose of	To aid recognition Visual communication with audiences / consumers Establish a brand	Develop Brand Loyalty
			about	visual identity	Components of Visual Identity	entity
			themselves?	j	Colon	ur Pallette Layout/complex
				Describe how visual		feaning ity
			How does	identity is used to		
			visual identity	communicate the		
				nature of brands		

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
			link to branding?		
How are visual identity elements combined to shape perception and create emotional response? 2 lessons	Visual Identity Branding Communica tion Logo Colour Scheme Typography Brand Consistency	Develop Plan	What elements make up visual identity? What brands use Green and White in their logos and why do you think that is? In your opinion what things did you consider when creating your logo for Inventas?	I will be able to: Know how visual identity elements are influenced by business type, brand values and brand positioning List the elements of visual identity Describe how visual identity Describe how visual identity Describe how visual identity elements are influenced by business type, brand values and brand positioning Evaluate how visual identity elements are combined to shape perception and create emotional response	Unit R094 - Topic Area 3: Develop visual identity Unit R094 - Topic Area 3: Plan digital graphics for products War client is a company called INVENTAS. They are a business which specialises in bringing inventors from around the world together usually via conventional Thousands have sligned up to go to this worldwide event. Look at your products again, this time, design a storyboard for a television advert that uses visual identity and storybelling to help influence your audience to join the company and be apart of it. Remember - anyone can be an inventor!!!. Purpose of Visual Identity Yesual communication with audiences? consumers Purpose of Visual Identity Yesual communication with audiences? Consumers Components of Visual Identity Elements of Visual Identity Elements of Visual Identity Elements of Visual Identity Logo Silogan Graphics Typography Colour Pallette & Meaning Layoutscomplex ity

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How are visual identity elements used to create meaning for different target audiences/ consumers 2 lessons	Visual Identity Branding Communication Logo Colour Scheme Typography Brand Consistency	Develop Plan	What elements make up visual identity? What brands use Blue in their adverts and what does blue mean for an audience? If you had a business that dealt with money, you may well avoid using the term 'money' in your advert like the Halifax did - so how might you convey a funeral director company in an advert without showing a depressing subject like death?	I will be able to: Know that visual identity needs to encapsulate brand values and be appropriate/relevant for the audience and type of market Describe the elements of visual identity design style Understand the link between visual identity and brand values	Relatin to INVENTAS. Imagine your product has been on the market for 5 years and the company wash for an updated lapp and the introduction of a SYMBOL. So represent the company (with the Charles) was overable the company of the throughout the company of the throughout the state of the McCharles). When you consider from the McCharles of the Mc

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What are the concepts of graphic design? 2 lessons	Visual Identity Branding Communica tion Logo Colour Scheme Typography Brand Consistency	Develop Plan Create	What do you understand by the golden circle?	I will be able to: Know that graphic design has layout conventions for different graphic products and understand the importance of this Describe the importance of designs that incorporate visual identity and house style Explain why typography is important to convey clear messages Describe how colour systems can be used to convey messages	Return to INVENTAS. Imagine you had to create a BUSINESS CARD, LETTERHEAD and GENERIC power-point side that people could add content to bier but you wented to make sure and the pages to the three three products so that they have the same HOUSE STYLE and add them by your creative powerpoint. Create these three products so that they have the same HOUSE STYLE and add them by your creative powerpoint. Purpose of Visual Identity Visual communication with audiences / consumers Establish a brand Develop Brand Loyalty Elements of Visual Identity Layout/complex & Meaning Layout/complex & Meaning Layout/complex in the consumers of the product of the powerpoint of the product of the produc

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What are the concepts of graphic design? 2 lessons	Visual Identity Branding Communica tion Logo Colour Scheme Typography Brand Consistency	Develop Plan Create	What are the 5 principles of graphic design? Think about Instagram - describe its house style. Where have you seen those principles applied in real life? In your opinion how could you tell if a design worked or not?	I will be able to: Know that graphic design has layout conventions for different graphic products and understand the importance of this Understand the reason for layout conventions Describe the common layout conventions for different graphic products	Return to INVENTAS Imagine yea had obtain a Bitiling and service or a film about inventors. Draw out a Visual color of the service of the service of a Bitiling and the service of the s

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What are the properties of bitmap/raster and vector graphics? 2 lessons	Visual Identity Branding Communica tion Logo Colour Scheme Typography Brand Consistency	Develop	What is a 'house style'? What are the elements of visual identity? When you see the colours Red, Blue, Green what real-life brands do they make you think of? How do you 'feel' about those brands and why? When you see the colours Red, Blue, Green what emotional response do they create individually?	I will be able to: Know what the benefits and limitations of these file formats are Describe the benefits and limitations of bitmap file formats Describe the benefits of limitations of vector file formats	words do not copy and paste text from web yourself. The area's below are to help you b a sentence which incorporat	of vector and bitmap/raster images? n, remember to write everything in your own sites. You must be able to understand these ut don't look at them individually maybe form tes these words for example: bitmap image usually" buld be useful for"

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What licences and permissions are needed to use assets from certain sources? 2 lessons	Visual Identity Branding Communica tion Logo Colour Scheme Typography Brand Consistency	Develop	What are the components of visual identity? What is typography? Why do you think FACEBOOKs logo is white against a blue background? Where would you TYPICALLY use a bitmap image?	I will be able to: Know what the limitations, rights and permissions are to use certain assets Use a variety of sources to find assets Understand rights and permission of assets Record assets in an asset log	So you have found an image that you want to use online. It's not from stock, it's not from social media. You do have the copyright information and the contact details for the person who owns it. You intend to use it for INVENTAS but it will mean you profiting from it. Draft an email to that person and add it to your powerpoint. Ask for permission, but remember you have to tell them what you are using it for and where You may want to look at some sample permission request letters!

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How do I create a fully effective mood board? 2 lessons	Visual Identity Branding Communica tion Logo Colour Scheme Typography Brand Consistency	Develop Plan	What does the symbol TM stand for? What are the 5 basic principles of Graphic Design? Give a general overview of what you understand by copyright law.	I will be able to: Understand the value of creating a mood board that means something. Know the purpose of mood boards Know the components and conventions of mood boards Know the hardware and software used to create mood boards Know the users of mood boards Know when mood boards are appropriate for use Know what makes mood boards effective Know how to improve the effectiveness of	BRIEF 1 - MAKE A PHYSICAL MOOD BOARD You have been agreeated by LEGO to create a new brand for the company. So far they have a special bread by LEGO to create a new brand to the company. So far they have a special bread by LEGO to create a new brand to the company. So far they have a special bread by those and brands to facilities and young children to the physical form and a few brands or an element 23-33 with have full time jobs in the children of the service of the physical form and a few of Lego. This has to be an well-and for old + Physical form and a second 23-33 with have full time jobs in the children of the physical form and the physical form and a second 23-33 with have full time jobs in the children of the physical form and a second 23-33 with have full time jobs in the children of the physical form and a few of Lego. They want the full have septimed to the children of the new Lego. Produce a physical mood board that would help with the creation of this new Lego. Produce a physical mood board that would help with the creation of this new Lego. To ASSIST IN THE GENERATION OF IDEAS BY COLLECTING A WIDE RANGE OF MATERIAL THAT WILL GIVE A FEEL FOR WHAT IS REEDED TO STIMULATE OF A STIMULY AND INNOVATIVE Produce a physical mood board and may elaborate port them out. You must create a digital mood board and may elaborate port them out. They want first prove attraction for the FIELNOE is OLDER genders are so it must appear to the power of the power in a sufficient error. They want first prove attraction for the FIELNOE is OLDER genders are so it must appear to the power in the
				boards effective Know how to improve	

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How do I create a fully effective mind map, concept sketch and visualisation diagram? 2 lessons	Visual Identity Branding Communica tion Logo Colour Scheme Typography Brand Consistency	Develop Plan	What can a mood board be used for? What are the 5 basic principles of Graphic Design?	Understand the use of mind mapping, concept sketches and visualisation diagrams Identify the purpose of mind maps/concept sketches and visualisation diagrams List the components and conventions of mind maps/concept sketches and visualisation diagrams Describe the hardware and software used to create mind maps/concept sketches and visualisation diagrams Identify the users of mind maps/concept sketches and visualisation diagrams Identify the users of mind maps/concept sketches and visualisation diagrams	IRREF 1- CREATE A MIND MAP which sat ultimately become a deegy concept. You have been approached by MASBO. They speciation in board games by all ages, by the prevention provisely independent provisely and her board game by all ages and if Polato feat. They have added you so come up an an ever board game and character with, use the ready of the character of its reposition by one of the Polato feat. Use a mend reposition of the provisely as were character, with the enthranche book size? Were The Ref Will Bey have activationary of the enthranche book size? Were The Ref Will Bey have activationary of the enthranche book size? Were The Ref Will Bey have activationary of the enthranche book size? Were The Best Will Bey have activationary of the enthranche book size? Were The Best Will Bey have activationary of the enthranche book size? Were The Best Will Bey have a feet and bearing the first provised and the board game. INSERIO worth system to send on a design for the new character and the board game. Creates a CONCEPT SKETCH of VISUALISATION DUGGRAM for the character. Creates a CONCEPT SKETCH of the States and space shaped occasion and the character. Creates a CONCEPT SKETCH of the States and the space shaped occasion and the space of the

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				Describe when mind maps/concept sketches and visualisation diagrams are appropriate for use. Explain what makes mind maps/concept sketches and visualisation diagrams effective. Evaluate how to improve the effectiveness of mind maps/concept sketches and visualisation diagrams	