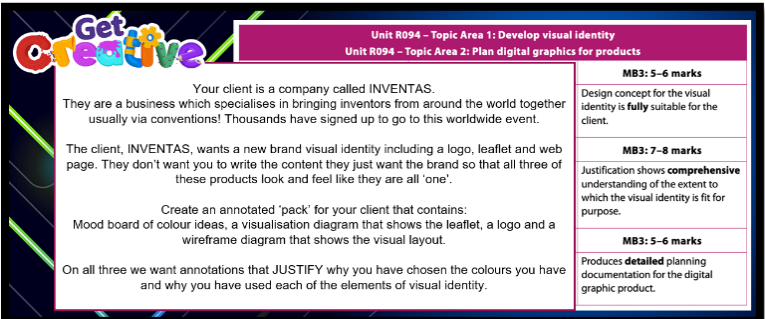
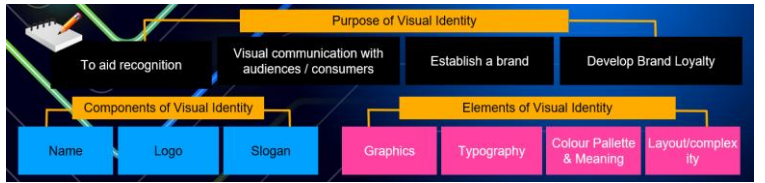


Holy Family Catholic School – Faculty of Mathematics and Technology

Subject – Creative iMedia

Autumn Half-Term 1

Year 10

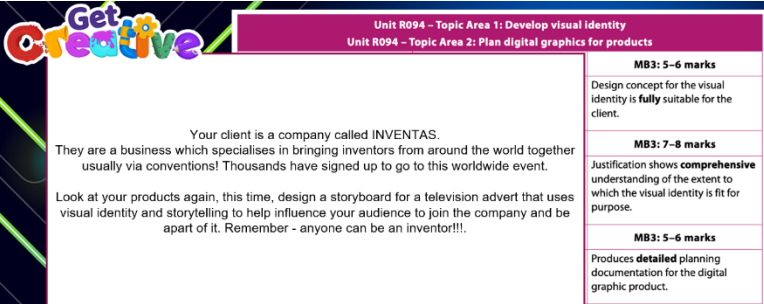
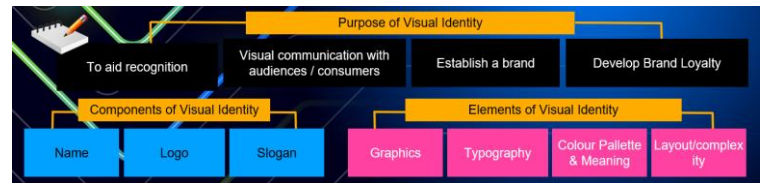
Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
<p>Digital Literacy: The Essentials 2 lessons</p> <p>To understand:</p> <ul style="list-style-type: none"> Logging on to the school network – changing password Setting up folders and saving work Formatting a document (Microsoft Office 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 of a visual identity? 2 lessons	Visual Identity Branding Communication Logo Colour Scheme Typography Brand Consistency	Develop Plan	<p>What components make up a brand logo?</p> <p>By using the colours of red and white - what might the product / company be trying to say about themselves?</p> <p>How does visual identity</p>	<p>I will be able to:</p> <p>Know how visual identity relates to brand</p> <p>Understand what is meant by a brand</p> <p>Understand what a visual identity is</p> <p>Describe the purpose of visual identity</p> <p>Describe how visual identity is used to communicate the nature of brands</p>	 


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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 Communication Logo Colour Scheme Typography Brand Consistency	Develop Plan	<p>What elements make up visual identity?</p> <p>What brands use Green and White in their logos and why do you think that is?</p> <p>In your opinion what things did you consider when creating your logo for Inventas?</p>	<p>I will be able to:</p> <p>Know how visual identity elements are influenced by business type, brand values and brand positioning</p> <p>List the elements of visual identity</p> <p>Describe how visual identity relates to brand identity</p> <p>Describe how visual identity elements are influenced by business type, brand values and brand positioning</p> <p>Evaluate how visual identity elements are combined to shape perception and create emotional response</p>	 

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
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	<p>What elements make up visual identity?</p> <p>What brands use Blue in their adverts and what does blue mean for an audience?</p> <p>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?</p>	<p>I will be able to:</p> <p>Know that visual identity needs to encapsulate brand values and be appropriate/relevant for the audience and type of market</p> <p>Describe the elements of visual identity design style</p> <p>Understand the link between visual identity and brand values</p>	 <p>Get Creative</p> <p>Return to INVENTAS</p> <p>Imagine your product has been on the market for 5 years and the company asks for an updated logo and the introduction of a SYMBOL to represent the company (like the Golden M for McDonalds) When you consider the brand has been successful for 5 years you don't want to change much but you do want to update it. Update the Logo and create a symbol that will appeal to the target audience but is still consistent with the old brand.</p> <p>Purpose of Visual Identity</p> <ul style="list-style-type: none"> To aid recognition Visual communication with audiences / consumers Establish a brand Develop Brand Loyalty <p>Components of Visual Identity</p> <ul style="list-style-type: none"> Name Logo Slogan <p>Elements of Visual Identity</p> <ul style="list-style-type: none"> Graphics Typography Colour Palette & Meaning Layout/complexity

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
What are the concepts of graphic design? 2 lessons	Visual Identity Branding Communication Logo Colour Scheme Typography Brand Consistency	Develop Plan Create	What do you understand by the golden circle?	<p>I will be able to:</p> <p>Know that graphic design has layout conventions for different graphic products and understand the importance of this</p> <p>Describe the importance of designs that incorporate visual identity and house style</p> <p>Explain why typography is important to convey clear messages</p> <p>Describe how colour systems can be used to convey messages</p>	

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
What are the concepts of graphic design? 2 lessons	Visual Identity Branding Communication 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	<p>Return to INVENTAS.</p> <p>Imagine you had to design a BluRay cover for a film about inventors. Draw out a visualisation diagram for the film called 'INVENTAS' using postpaper. Take a picture and add it to your notes. Then annotate - why did you use that typography? Why did you use that layout? What colours would you / did you use?</p> <p>Get Creative</p> <p>Purpose of Visual Identity</p> <ul style="list-style-type: none"> To aid recognition Visual communication with audiences / consumers Establish a brand Develop Brand Loyalty <p>Components of Visual Identity</p> <ul style="list-style-type: none"> Name Logo Slogan <p>Elements of Visual Identity</p> <ul style="list-style-type: none"> Graphics Typography Colour Palette & Meaning Layout/complexity

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
What are the properties of bitmap/raster and vector graphics? 2 lessons	Visual Identity Branding Communication Logo Colour Scheme Typography Brand Consistency	Develop	<p>What is a 'house style'?</p> <p>What are the elements of visual identity?</p> <p>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?</p> <p>When you see the colours Red, Blue, Green what emotional response do they create individually?</p>	<p>I will be able to:</p> <p>Know what the benefits and limitations of these file formats are</p> <p>Describe the benefits and limitations of bitmap file formats</p> <p>Describe the benefits of limitations of vector file formats</p>	<div> <p>ACTIVITY</p> <p>What are the technical properties of vector and bitmap/raster images?</p> <p>To answer this, conduct your own research, remember to write everything in your own words do not copy and paste text from websites. You must be able to understand these yourself. The area's below are to help you but don't look at them individually maybe form a sentence which incorporates these words for example:</p> <p>"The colour depth of a bitmap image usually...."</p> <p>"A vector graphic would be useful for...."</p> <p>Create 1 'information' page for each of the image types.</p> </div> <div> <div> <p>BITMAP / RASTER</p> <p>colour depth colour mode compression settings overall quality transparency</p> </div> <div> <p>VECTOR GRAPHIC</p> <p>compatibility file size scalability software support</p> </div> </div>

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Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
What licences and permissions are needed to use assets from certain sources? 2 lessons	Visual Identity Branding Communication 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	<div> <p>ACTIVITY</p> <p>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.</p> <p>Draft an email to that person and add it to your powerpoint.</p> <p>Ask for permission, but remember you have to tell them what you are using it for and where...</p> <p>You may want to look at some sample permission request letters!</p> </div>

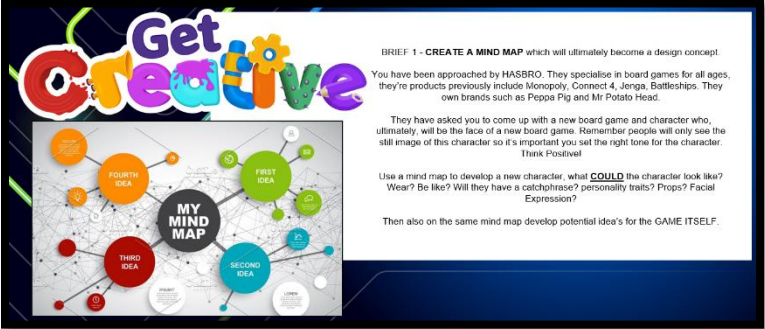
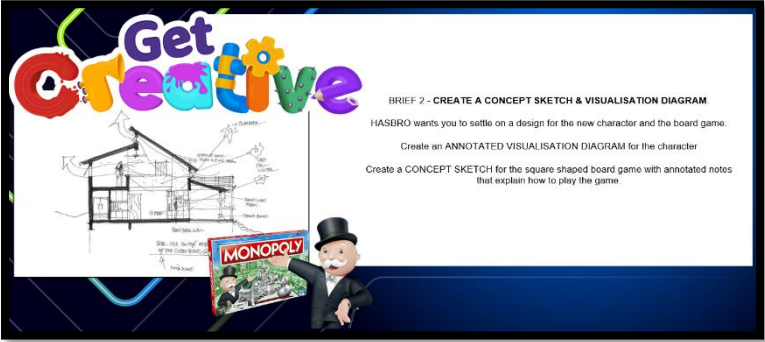
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Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
How do I create a fully effective mood board? 2 lessons	Visual Identity Branding Communication Logo Colour Scheme Typography Brand Consistency	Develop Plan	<p>What does the symbol TM stand for?</p> <p>What are the 5 basic principles of Graphic Design?</p> <p>Give a general overview of what you understand by copyright law.</p>	<p>I will be able to:</p> <p>Understand the value of creating a mood board that means something.</p> <p>Know the purpose of mood boards</p> <p>Know the components and conventions of mood boards</p> <p>Know the hardware and software used to create mood boards</p> <p>Know the users of mood boards</p> <p>Know when mood boards are appropriate for use</p> <p>Know what makes mood boards effective</p> <p>Know how to improve the effectiveness of mood boards</p>	

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
How do I create a fully effective mind map, concept sketch and visualisation diagram? 2 lessons	Visual Identity Branding Communication 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?	I will be able to: 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	 

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
				<p>Describe when mind maps/concept sketches and visualisation diagrams are appropriate for use.</p> <p>Explain what makes mind maps/concept sketches and visualisation diagrams effective.</p> <p>Evaluate how to improve the effectiveness of mind maps/concept sketches and visualisation diagrams</p>	