

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	Hinge Question	Red Zone
Week 9 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.	What is a visual identity? A. A company's mission statement B. The visual elements that represent a brand C. A list of products offered D. The legal name of a business	In your own words, explain what visual identity means and why it is important.
Week 9 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.	Which element is most likely to influence a brand's mood and tone? A. Price B. Colour scheme C. Location D. Staff uniforms	Analyse the visual identity of two travel brands and compare their effectiveness.
Week 10 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.	What is the first thing you should look for in a client brief? A. The company logo B. The budget C. The target audience and purpose D. The designer's name	Read a sample brief and identify its target audience, purpose, and format.

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Week 10 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.	Which of the following is NOT typically part of a visual identity sketch? A. Draft composition B. Asset permissions C. Colour choices D. Logo ideas	Create 2–3 initial logo sketches and annotate how they meet the client needs.
Week 11 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.	What does Creative Commons licensing help you determine? A. Image resolution B. File format C. Usage permissions D. Colour mode	List all assets you plan to use and note whether they are created, sourced, or need permission.
Week 11 Lesson 6 I will complete my visual	Logo, Layout, Prototype, Feedback	Plan	What changes could improve	I can refine my visual identity using feedback.	Which of these should be included in your final visual identity sketch? A. Export settings	Finalise your visual identity sketch, labelling fonts, colours, and layout choices.

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identity design ready for digital creation.			your logo idea?		B. Font names and layout annotations C. DPI settings D. Metadata	
Week 11 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.	Which tool is best for creating scalable graphics? A. Paint B. Photoshop C. Illustrator D. Word	Create your logo digitally using appropriate tools in Photoshop/Illustrator.
Week 12 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.	Which file format is best for a logo with transparency? A. JPEG B. BMP C. PNG D. DOCX	Save your logo as PNG (transparent) and SVG (scalable) and record your reasoning.

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Week 12 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.	Which type of graphic is resolution-independent? A. Raster B. Vector C. Bitmap D. JPEG	Design an icon or banner to support your travel guide visual theme.
Week 13 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.	What does 'public domain' mean for an image? A. You must pay to use it B. It's owned by a company C. It's free to use without permission D. It requires attribution	Download three suitable images and record the source and license for each.
Week 13 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.	Which resolution is best for print graphics? A. 72 DPI B. 150 DPI C. 300 DPI D. 600 DPI	Prepare and save your assets at correct resolutions for print and digital.

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Week 13 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.	Which principle helps create a balanced layout? A. Colour mode B. Rule of Thirds C. DPI D. File format	Create a wireframe or mock-up of your travel guide cover layout.
Week 14 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.	Which tool helps blend two images together? A. Crop B. Mask C. Resize D. Export	Create the background and initial composition of your travel guide cover.
Week 14 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.	Why is consistency important in visual identity? A. It reduces file size B. It improves search engine ranking C. It strengthens brand recognition D. It increases DPI	Add your visual identity to your travel guide and explain design choices.

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Week 15 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.	What is the purpose of iteration in design? A. To compress files B. To refine and improve based on feedback C. To change file formats D. To add metadata	Make two refinements based on peer/teacher feedback and justify changes.
Week 15 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.	Which format is best for web use? A. CMYK PDF B. High-resolution TIFF C. Optimised JPEG D. Print-ready PSD	Save and optimise your cover for use on a website or social media.
Week 15 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.	Which format is most suitable for printing a travel guide? A. PNG B. PDF C. SVG D. DOCX	Export your travel guide in two suitable formats and explain your choice.
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.	Which colour mode is used for print? A. RGB B. CMYK C. Grayscale D. Indexed	Check your final files meet the specified resolution, colour, and size.

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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.	Which question best helps evaluate your final product? A. Is it colourful? B. Does it meet the brief and audience needs? C. Is it in PNG format? D. Is it trendy?	Write a short evaluation describing how your design meets the brief.
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.	Which item is NOT typically included in a submission folder? A. Permissions table B. Assets log C. Evaluation D. Personal diary	Complete your final submission folder including all evidence and exports.