

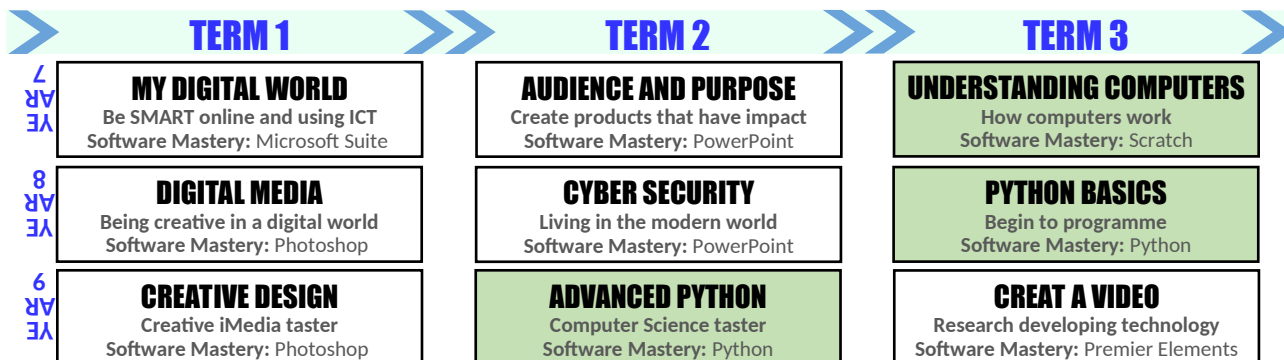
# UNIT OVERVIEW & LEARNING JOURNEY

## YEAR 11 – Creative iMedia: TERM 1

### R094 – VISUAL IDENTITY AND DIGITAL GRAPHICS



#### PRIOR LEARNING (from Key Stage 3):



#### Aim of this unit:

This is a coursework unit, which will be submitted in January. Students have been working on this from the end of last year.

In this unit students will learn how to develop visual identities for clients. They will also learn to apply the concepts of graphic design to create original digital graphics which incorporate their visual identity to engage a target audience.

For this piece of coursework, students will use Adobe Photoshop to complete tasks for the set assignment from OCR.

#### Assessment Procedures:

This is the second piece of coursework which students will need to complete independently. This unit is worth 25% of the overall course and final marks will be submitted in January.

Grading for the course is:

- Pass - equivalent to grade 4 at GCSE
- Merit - equivalent to grade 5.5 at GCSE
- Distinction - equivalent to grade 7 at GCSE

During each Unit, students should also track their own performance and are encouraged to use the Assessment Objectives to monitor own progress whilst completing each task.

#### Homework:

Homework will be set at least once a week. Details of individual homework can be found on Synergy. This will mostly be theory for Unit R093 as students are not allowed to complete coursework without teacher supervision.

#### How can you help?

Encourage your child to attend sessions with their teacher after school to improve their coursework. They should also review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

<b>J834: Level 2</b>			<b>My Target Grade:</b>			L2P   L2M   L2D   L2D*		
<b>R097</b> (/70:35%)	<b>Mark</b>	<b>Grade</b>	<b>R093</b> (/80:40%)	<b>Mark</b>	<b>Grade</b>	<b>R094</b> (/50:25%)	<b>Mark</b>	<b>Grade</b>
<b>Full Course Total</b>						Need on exam		



Ad Astra

# UNIT R094 - Visual identity and digital graphics

## Packaging for a high-end chocolate brand

### TOPIC AREA 1: DEVELOP VISUAL IDENTITY

#### 1.1: Purpose, elements and design of visual identity

<b>Purpose of visual identity:</b> Recognition / familiarity   Establish a brand   Develop brand loyalty   Visual communication with audiences / consumers	DATE:
	RAG RATE KEY
	J K L
<b>Component features of visual identity:</b> Name   Logo   Slogan/strap line	DATE:
	RAG RATE KEY
	J K L
<b>Elements of visual identity:</b> Business type   Brand values   Brand positioning (economy, mid-range, high-end)	DATE:
	RAG RATE KEY
	J K L

### TOPIC AREA 2: PLAN DIGITAL GRAPHICS FOR PRODUCTS

#### 2.1 Graphic design and conventions

<b>Concepts of graphic design:</b> Application of visual identity   Alignment   Typography   Use of colour and colour systems   Use of white space	DATE:
	RAG RATE KEY
	J K L

#### 2.2 Properties of digital graphics and use of assets

<b>Licences and permissions to use assets sourced from:</b> Client images   Internet   Logos   Photographs   Stock library	DATE:
	RAG RATE KEY
	J K L

#### 2.3 Techniques to plan visual identity and digital graphics

<b>Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics:</b> Mood board   Mind map   Concept sketch   Visualisation diagram	DATE:
	RAG RATE KEY
	J K L

**TOTAL ACHIEVED FOR TASK 1 ON COURSEWORK**

**/20**

### TOPIC AREA 3: CREATE VISUAL IDENTITY AND DIGITAL GRAPHICS

#### 3.1 Tools and techniques of imaging editing software used to create digital graphics

<b>Software tools and techniques used to create digital graphics:</b> Image / canvas size   Layout tools   Drawing tools   Adjustments to brightness / contrast and colour   Use of selections   Use of layers and layer styles   Retouching   Typography   Filters and effects	DATE:
	RAG RATE KEY
	J K L

#### 3.2 Technical skills to source, create and prepare assets for use within digital graphics

<b>Source assets for use in digital graphics:</b> Images   Graphics <b>Create assets for use in digital graphics:</b> Editing sourced assets to create a derivative asset   Creating assets using drawing tools <b>Modify images and other assets to make sure the technical compatibility for use within print graphics:</b> Resize and resample   Modifying image properties <b>Store assets for use:</b> Storage location   Changing the file format	DATE:
	RAG RATE KEY
	J K L

#### 3.3 Techniques to save and export visual identity and digital graphics

<b>Save and export:</b> Proprietary format master files   Repurpose and export in appropriate file formats	DATE:
	RAG RATE KEY
	J K L

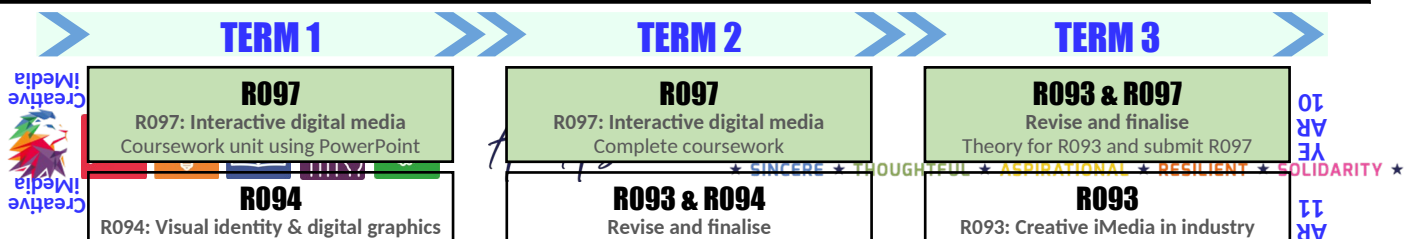
**TOTAL ACHIEVED FOR TASK 2 ON COURSEWORK**

**/30**

**TOTAL FOR THIS UNIT**

**/50**

### FUTURE LEARNING:





*Ad Astra* <sup>★</sup>

★ SINCERE ★ THOUGHTFUL ★ ASPIRATIONAL ★ RESILIENT ★ SOLIDARITY ★