

SUBJECT		YEAR	TERM
Creative iMedia		10	1
UNIT			
R094 – Visual Identity & Digital Graphics			
INTENT			
<b>PRIOR LEARNING (TOPIC)</b> – This unit draws upon the graphic design fundamentals covered throughout year 7 to 9.			
This is the first of two major projects pupils will complete as part of the whole course and is worth 25% of the overall grade. The set assignment changes each year, however, always includes producing the visual identity and branding for a company / organisation and then using this to create a digital graphic.			
The marks for the unit are fairly evenly split between the actual ‘product’ itself and the write-up around it. Successful pupils will not only have a good eye for design and command of the software we use, but will also be able to explain and justify their design decisions.			
<b>FUTURE LEARNING (TOPIC):</b> R093			
IMPLEMENTATION		IMPACT	
<b>Throughout the unit pupils will cover:</b> <ul style="list-style-type: none"><li>Fundamental principles of graphic design, such as the use of colour and composition techniques.</li><li>Technical principles of graphic design such as RGB vs CMYK colour palettes, resolutions and file formats.</li><li>How to produce professional design documents for a graphic design project.</li><li>Using a range of advanced tools in the Corel suite of programs.</li></ul>	<b>Assessment:</b> This work is done under controlled conditions. As such, pupils will not receive formal marks until its completion.  At this point, pupils will be given a mark out of 50, which will go towards their overall total for the course. Pupils will also receive the equivalent grade from Pass, Merit, Distinction or Distinction *.		
HOW CAN PARENTS HELP AT HOME?			
This work is done under controlled conditions, as such pupils should not be completing any work which will go towards their grade at home. Simply discussing your child’s work with them and getting them to justify their design choices to you will help them plan what they can write in their work though.			
HELPFUL READING/FURTHER DISCUSSION			
<b>READING/EXTRA-LEARNING</b> There are an enormous number of online courses and tutorials to help pupils develop their graphic design skills further.  Visit the Next Steps section of the Computing department’s Firefly page for more details.	<b>CAREERS</b> The skills learnt in this unit lead perfectly into a wide range of careers including graphic design, web development and advertising.	<b>WIDER SKILLS</b> Digital Literacy Literacy Creative Thinking Resilience	
VOCABULARY			
Symmetry, Rule of Thirds, Visualisation, CMYK, RGB, Pixel, Resolution, Vector, Bitmap, Monochromic, Analogous. Tiff. Jpeg. PNG.			