/Computing@Balcarras_

SUBJECT	YEAR	TERM
Creative Media	**9**	**2**

UNIT

Dream Festival

INTENT

PRIOR LEARNING (TOPIC) This unit builds upon what was learnt during Logos and Branding

Earlier in the year pupils will have completed the Logos and Branding unit. This was the first time pupils will have worked to a client's brief. This unit aims to build upon this, but this time making the brief more complex. Not only is the end product more technically challenging to make, namely a large print ready poster for a music festival, but the audience requirements are harder to work to as well. This therefore requires pupils to bring together all of the skills they have learnt over the last three years.

FUTURE LEARNING (TOPIC): GCSE Creative iMedia

IMPLEMENTATION	• IMPACT

Throughout the unit pupils will learn:
• How to use a range of tools in CorelDraw.
• How to apply composition techniques such as:
    • Negative space.
    • Alignment.
    • Hierarchy.
    • Balance.
    • Symmetry.
• How to interpret a client's requirements.
	Assessment: Pupils will submit their finished poster along with a supporting document explaining the design choices they made.
	
	This will be assessed on these three main areas:
	• Quality of product
	• Quality of supporting evidence
	• Overall effort
	
	A combination of these three factors will be used to form a 9-1 style grading for the project.

HOW CAN PARENTS HELP AT HOME?

Although the software we use, CorelDraw, is not freely available, there are alternatives which are. A good example is Inkscape, which can be downloaded at home onto any Mac or PC. Pupils can then use online tutorials to further improve their graphic design skills.

HELPFUL READING/FURTHER DISCUSSION

READING/EXTRA-LEARNING	CAREERS	WIDER SKILLS
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.	The most obvious career from this unit is graphic design. However, the skills developed in this unit also lead into other creative careers, such as architecture and animation.	Digital Literacy Creative Thinking Resilience

VOCABULARY

Alignment, Negative Space, Hierarchy, Audience, Symmetry