/Computing@Balcarras_

SUBJECT	YEAR	TERM
Creative Media	**9**	**1**

UNIT

Logos and Branding

INTENT

PRIOR LEARNING (TOPIC) This unit builds upon skills learnt in all the graphic design units done throughout Year 7 and 8.

In previous creative media units pupils have had free reign, to a degree at least, in terms of what they create. This unit represents the first where they will have to work to a client brief. Specifically, to create the logo and branding for a company to be used on a business card.

This will require pupils to not only have an awareness of design techniques, but also the attention to detail required to work to a client's requirements.

FUTURE LEARNING (TOPIC): Dream Festival

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.
 • How to interpret a client's requirements.
	Assessment: Pupils will submit their finished business card 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, Client