

**Subject: Creative iMedia**

**Year: 10**

**Autumn Term**  
**R094 Introduction**

**1.1 Purpose, elements and design of visual identity**

- What is meant by visual identity
- That visual identity is used to communicate the nature of brands and business' services or products
- The component features of visual identity
- The elements of visual identity
- How visual identity relates to brand identity
- How visual identity elements are influenced by business type, brand values and brand positioning
- How visual identity elements are combined to shape perception and create emotional response
- That visual identity needs to encapsulate brand values and be appropriate/relevant for the audience and type of market
- That if the perception or impression created by visual identity is not in line with the desired brand identity, then it is not fit for purpose

**Spring Term**  
**R094 Practice Assignments**

- A practice coursework will be attempted implementing the key approaches and skills.
- A formal coursework task will be completed and submitted to the exam board for moderation.

**Summer Term**  
**R097 Introduction**

**1.1 Type of interactive digital media, content and associated hardware**

- The format types of interactive digital media
- Content used in interactive digital media
- Hardware devices used to access interactive digital media
- Methods of user interaction within interactive digital media

**1.2 Features and conventions of interactive digital media**

- GUI design
- Interface and interaction styles
- Accessibility
- Conventions of interactive digital media
- Creativity in interactive digital media

**1.3 Resources required to create interactive digital media products**

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- Using appropriate elements to create visual identity suitable for different target audiences/consumers

### **2.1 Graphic design and conventions**

- The importance of graphic designs that incorporate
- visual identity and house style
- Why typography is important to convey clear messages using suitable text fonts and sizes
- Colour systems and colour trends e.g. Pantone, NCS
- Using colour to convey the intended meaning
- Typical layouts for various examples of digital graphics

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

- Limitations of bitmap/raster file formats in terms
- how many colours are supported, scalability
- (enlarging) and whether transparent backgrounds
- can be included
- Benefits of vector file formats, scalability for large print use
- Gathering assets using appropriate techniques and tools

- Hardware used to create interactive digital media
- Software used to create interactive digital media

### **1.4 Pre-production and planning documentation and techniques for interactive digital media**

- Pre-production documentation for interface planning
- Pre-production documentation and planning for content
- Pre-production documentation and planning for user interaction



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- Recording the gathering of assets

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

- Creating mood boards with relevant content using physical materials - pictures, text, colours placed on large sheet/board
- Creating digital mood boards using digital images collected from web and other sources, placed on documents/slides in software applications
- Using mind maps drawn out on paper or using software applications to expand ideas and identify details
- Using concept sketches to develop ideas
- Using visualisation diagrams to show design ideas and possible layouts, sketched with annotations or concept art created in software applications

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

- Software tools and techniques used to create digital graphics
- Image/canvas size
- Layout tools
- Drawing tools



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- Adjustments to brightness/contrast and colour
- Use of selections
- Use of layers and layer styles
- Retouching
- Typography
- Filters and effects

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

- Using internet, stock libraries or client library to search for suitable image assets
- Downloading/obtaining images and graphics, copying from download folder to working asset folder
- Creating original or new image assets by editing existing assets or drawing completely new images as bitmap or vector files
- Resampling of images and assets for use in a print product - checking pixel dimensions and dpi resolution for the intended size of reproduction
- Rasterising vector based graphics for use in bitmap graphics
- Using different storage locations to clearly differentiate original and edited assets in separate folders
- Using file formats to retain image quality (with/without transparency)

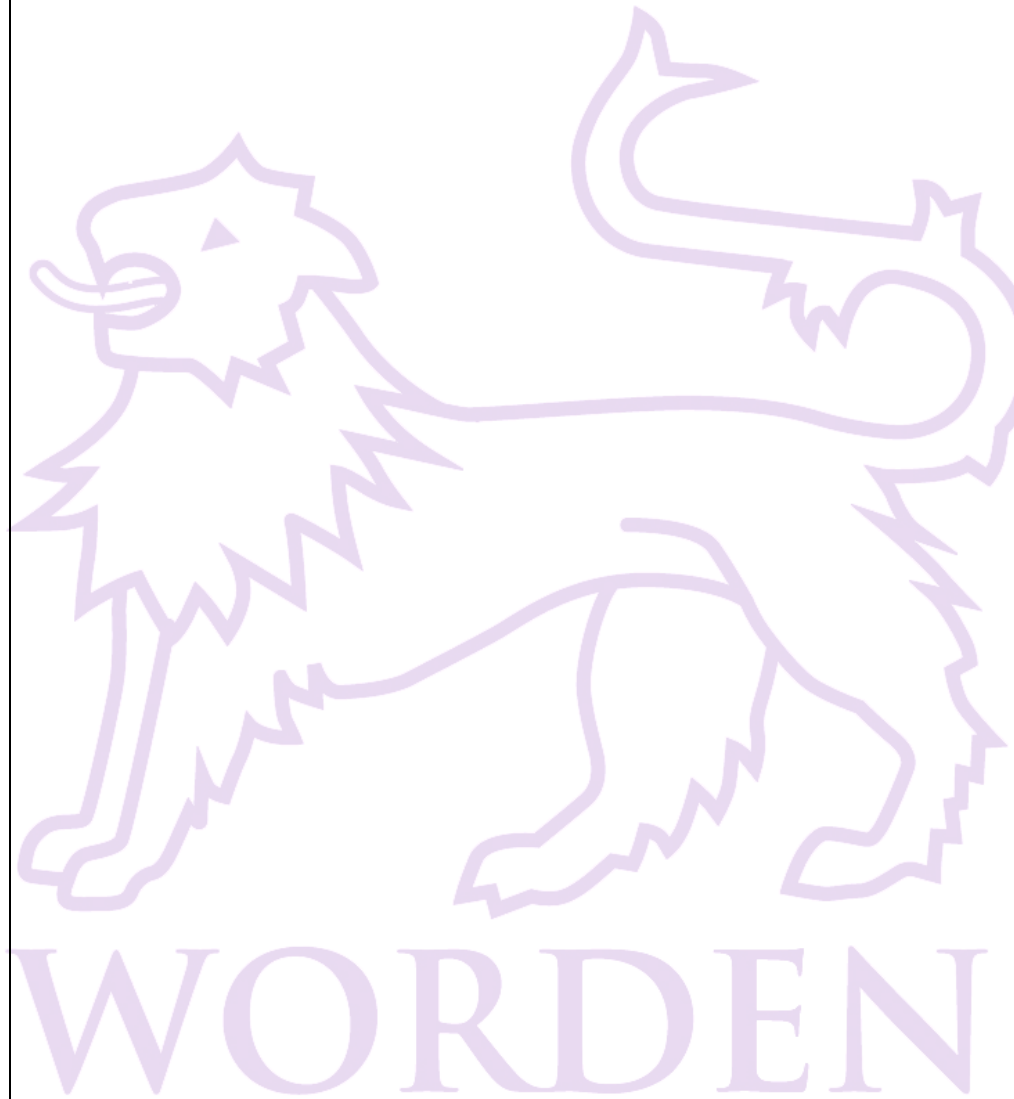


### **3.3 Techniques to save and export visual identity and digital graphics**

- Saving of files for visual identity and digital graphics as high resolution, proprietary format, master files as an archive for further edits
- Repurposing and exporting of visual identity and digital graphics in file formats and image properties which meet client requirements

#### **Practice Tasks**

- A number of larger tasks will be considered implementing much of the smaller tasks completed in the previous phase. This will start to scaffold the final coursework activity in the spring term.



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