

# Scheme of Learning: Year 7 Computing

## Topic Sequence:

1	2	3
<b>R093</b> Creative iMedia in the media industry	<b>R094</b> Visual identity and digital graphics	<b>R097</b> Interactive digital media

## Topic Overview:

Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process.

In this unit learners 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 your visual identity to engage a target audience. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry.

## Lesson Sequence:

**Lessons 1/3 Purpose, elements and design of visual identity:** in these lessons learners will investigate how visual identity relates to Brand. They will show how visual identity elements are influenced by business type, brand values and brand positioning so brand values are appropriate/relevant for the audience and type of market.

**Lessons 4/5 Graphic Design and Conventions:** Learners will discover that graphic design has layout conventions for different graphic products, and they will gain an understanding of the importance of this.

**Lessons 6/7 Properties of digital graphics and use of assets:** Learners will research the limitations of bitmap/raster file formats in terms how many colours are supported, scalability (enlarging) and whether transparent backgrounds can be included. They will also explore what the limitations, rights and permissions are to use certain assets.

**Lesson 8/9 Techniques to plan visual identity and digital graphics:** These lessons will revisit Mood Boards and Mind Maps from R093 Learners will increase their Understanding of the value of creating a mood board that means something. Learners will be Creating mood boards with relevant content using physical materials - pictures, text, colours placed on large sheet/board or via a digital Mood Board collecting elements from online sources.

**Lesson 10 Asset Sourcing and Creating:** Learners will gain practical experience in sourcing appropriate images for use in a digital graphic and how to create assets for use in a digital graphic. They will revisit technical features of assets including pixel dimensions, DPI and resolution from lesson 4/5.

**Lesson 11 Creating a visual identity:** Learners will gain practical skills and be able to create a visual identity using graphics software, this includes being able to draw completely new images as bitmap or vector files and adding other key components of a visual identity.

**Lesson 12 Compiling an Image:** Learners will investigate key features of graphic products such as Rule of thirds and Margins. They will gain practical experience in compiling an image using basic techniques such as Crop and move, Text, Eraser and introduction of Layers.

**Lesson 13 Basic Tools:** Learners will learn how to make effective choices of assets. They will learn how to change the brightness and contrast of an image and how to add shapes and change their stroke and fill.

**Lesson 14: Isolating text and Advanced Tools:** This topic looks at more advanced techniques that can be used in constructing a digital image. It is interesting to contrast the graphic created in this topic to that of the first lesson.

**Lesson 15 Retouching and other Tools:** Learners will develop an understanding of features of graphic products such as giving objects space and highlighting key factors. Learners will also use a variety of retouching tools.

**Lesson 16: Saving and Exporting:** Learners will consider the file formats and resolutions that are required for different assets. The activities gauge the level of knowledge that learners have acquired from previous lessons. The lesson will revise topics they have already covered, so they may complete the lesson relatively quickly.

## Sequence of Lessons:

<b>1-3</b>	Purpose, elements and design of visual identity
<b>4-5</b>	Graphic Design and Conventions
<b>6-7</b>	Properties of digital graphics and use of asset
<b>8-9</b>	Techniques to plan visual identity and digital graphics
<b>10</b>	Asset Sourcing and Creating
<b>11</b>	Creating a visual identity
<b>12</b>	Compiling an Image
<b>13</b>	Basic Tools
<b>14</b>	Isolating text and advanced tools
<b>15</b>	Retouching and other tools
<b>16</b>	Saving and Exporting

## Topic Resources:

<b>Knowledge Map:</b>	Knowledge Map R094	<b>Any other Resources:</b>	Access to Canva
-----------------------	--------------------	-----------------------------	-----------------

## Assessment:

<b>Knowledge:</b>	Assessments after lessons 3, 9, & 16
<b>Application of Knowledge:</b>	Class Activities / Mastery Book / Practice Assignemnt

## Supportive Reading:

<b>Online Revision</b>	<a href="#">R094 – Study iMedia</a>
<b>Revision Guide</b>	<a href="#">Cambridge National in Creative iMedia   Cambridge National in Creative iMedia   Cambridge University Press</a>