

Creative I-Media

Year 10

The Rationale: Creative I-Media is an inspiring subject that allows creativity and imagination. Students will learn how to choose and use appropriate software for various different assignments.

	Autumn Term 1	Autumn Term 2	Spring Half Term 3	Spring Half Term 4	Summer Term 5	Summer Term 6
Curriculum Knowledge	<p>The purpose of visual identity:</p> <ul style="list-style-type: none"> - Recognition / familiarity - Establish a brand - Develop brand loyalty - Visual communication with audiences / consumers <p>Component features of visual identity:</p> <ul style="list-style-type: none"> - Name - Logo - Slogan / strap line <p>Elements of visual identity:</p>	<p>Concepts of graphic design:</p> <ul style="list-style-type: none"> - Application of visual identity - Alignment - Typography - Use of colour and colour systems - Use of white space <p>Layout conventions for different graphic products and purposes:</p> <ul style="list-style-type: none"> - Additional information - Headlines and copy - Image content 	<p>Bitmap/raster properties:</p> <ul style="list-style-type: none"> - colour depth - colour mode - compression settings - overall quality - transparency <p>Vector graphic properties:</p> <ul style="list-style-type: none"> - compatibility - file size - scalability - software support <p>Licences and permissions to use assets sourced from:</p> <ul style="list-style-type: none"> - Client images - Internet 	<p>Knowledge of software tools and techniques used to create digital graphics:</p> <ul style="list-style-type: none"> - Image/canvas size - Layout tools - Drawing tools - Adjustments to brightness/contrast and colour - Use of selections - Use of layers and layer styles - Retouching - Typography - Filters and effects 	<p>Know how to source assets for use in digital graphics:</p> <ul style="list-style-type: none"> - Images - Graphics <p>Know how to create assets for use in digital graphics:</p> <ul style="list-style-type: none"> - Know how to edit sourced assets to create a derivative asset - Know how to create assets using drawing tools <p>Know how to modify assets for</p>	Optional Unit, as yet undecided.

	<ul style="list-style-type: none"> - Graphics (shape / symbol - Typography - Colour palette and meaning - Layout / complexity <p>Visual identity design style:</p> <ul style="list-style-type: none"> - Business type - Brand values - Brand positioning (economy, mid-range, high-end) 	<ul style="list-style-type: none"> - Titles and mastheads 	<ul style="list-style-type: none"> - Logos - Photographs - Stock Library <p>Pre-production and planning documents:</p> <ul style="list-style-type: none"> - Mood board - Mind map - Concept sketch - Visualisation diagram 		<p>technical compatibility</p> <p>Know how and where to store assets for use</p> <p>Know how to save and export:</p> <ul style="list-style-type: none"> - Propriety master files - Repurpose and export in appropriate file formats 	
Subject Skills	<ul style="list-style-type: none"> - What is meant by visual identity - That visual identity is used to communicate - The component features and elements of visual identity - How visual identity relates to brand identity - How visual identity elements are influenced and combined - Encapsulate brand values and be relevant to audience - Fit for purpose 	<p>How to incorporate visual identity and house style</p> <p>Colour skills and colour trends (Pantone, NCS)</p> <p>Typography (font style and size)</p> <p>Use colour to convey meaning</p> <p>Typical layouts for:</p> <ul style="list-style-type: none"> - advertisements - CD/DVD/Blueray covers - games - leaflets 	<p>Limitations of bitmap/raster in terms of colour and scalability</p> <p>Benefits of vector, scalability for large print use</p> <ul style="list-style-type: none"> - Using search engine filters - Using image stock libraries - Limitations of re-using social media content - Rights and permissions - Permitting use of own photographs and graphics 	<p>Tools and techniques used to:</p> <ul style="list-style-type: none"> - Setting the canvas size - Using layout tools - Using drawing tools - Using brightness and contrast, levels, colour balance, hue, saturation - Using selections based on shape, colour or edge contrast - Using layers to structure a graphic, create, merge, rename, change opacity 	<p>Using Internet, stock libraries or client library</p> <p>Downloading / obtaining images and graphics, copying from download folder to working asset folder</p> <p>Creating original or new image assets by editing existing assets or drawing completely new images as bitmap or vector files</p>	

	- Create visual identity	- magazine/book covers - multimedia products - packaging - posters - web images and graphics	Create: - Moodboards (physical and digital) Create and Use: - Mind maps - Concept sketches - Visualisation diagrams	- Using layer styles to enhance the visual impact - Using retouching techniques - Using typography - Using filters and effects	- Resampling of assets - Rasterising vector based graphics - Using different storage locations to differentiate assets - Using file format to retain image quality - Saving of files - Repurposing and exporting	
How can you help your child engage with the content?						
Curriculum Opportunities						
Career Links						

Year 11

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	Autumn Term 1	Autumn Term 2	Spring Half Term 3	Spring Half Term 4	Summer Term 5	Summer Term 6
Curriculum content	Know and understand the concept of multipage comic strips: - genres of comic strip (e.g.	Be able to interpret client requirements for a multipage comic strip (e.g. where it will be used, length, size and	Know how to source and store appropriate assets to be used in a multi-page comic strip	Knowledge of how to: - Review a multipage comic strip against a specific brief - Identify areas for improvement and		

	<p>humorous, action, sci-fi, super hero</p> <ul style="list-style-type: none"> - target audience (e.g. young children, teenagers, adults) - country of origin (e.g. UK, USA, Japan) - The history of comic strip 	<p>format) based on a specific brief</p> <p>Understand target audience requirements</p> <p>Know how to conduct an original script and storyline</p> <p>Know how to construct a storyboard to include:</p> <ul style="list-style-type: none"> - Panel Layout - Focal points within panels - Characters - Storyline - Communication - Locations <p>Understand how legislation (e.g. copyright, trademarks, intellectual property use, and permissions) applies to assets</p>	<p>Know how to layout panels on both single and multiple pages</p> <p>Know how to put assets into panels and establish focal points in panels</p> <p>Know how to integrate a script into a visual storyline</p> <p>Understand the file formats and properties for the software being used and know how to export it to a file type appropriate to the client requirements</p> <p>Understand version control</p>	<p>further development of a multipage comic strip (e.g. characters, storyline, layout of panels, background)</p>		
Key Skills	<p>Research a range of multipage comic characters including their physical and non-physical features</p>	<p>Script writing</p> <p>Storyboard creation</p>	<p>Tools and techniques of Comic Life (specialist comic strip creation software):</p>	<p>Review writing skills:</p> <ul style="list-style-type: none"> - Analysing what went well and what didn't 		

	<p>Research the software and tools (e.g. specialist comic strip creation software, DTP software)</p> <p>Research how the panel placement and layout creates the flow of a story</p>	<p>Identify assets needed to create a multipage comic strip (e.g. background scenes, characters, shapes, text, fonts)</p> <p>Identify the resources needed to create a multipage comic strip (e.g. digital camera, internet, scanner, computer system and software)</p>	<ul style="list-style-type: none"> - Panel positioning - Inserting assets - Script integration - Focal point establishment - Saving and exporting correctly 	<ul style="list-style-type: none"> - Analysing positive and negative points of a comic strip - Suggestion of improvements and further development of a comic strip (commenting on characters, storyline, layout of panels, background. 		
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