

CREATIVE iMEDIA

Year 10



HT1

Introduction to Visual Identity and Digital Graphics (R094)

Students are introduced to visual identity, learning how it communicates the essence of brands. They explore its components, relationship with brand identity, and the influence of business type and brand values. The importance of graphic design, typography, colour systems, and file formats is also covered.



How I'll be assessed...

- Formative:** Identifying Client Requirements from Scenario
- Summative:** Written analysis and interpretation of brief

Planning Documentation (R094, Task 1)

Students focus on creating planning documentation for their projects. They develop mood boards, mind maps, concept sketches, and visualization diagrams to lay the foundation for their visual identity coursework.



HT2

How I'll be assessed...

- Formative:** Sketches and initial design ideas
- Summative:** Task 1- Pre-Production Documents

Creating Visual Identities (R094, Task 2)

Students begin the practical creation of their visual identities, learning to set canvas sizes, use layout tools, and employ various drawing and editing techniques. They work with layers, typography, and effects, sourcing and creating image assets while ensuring proper file management.

HT3

How I'll be assessed...

- Formative:** Guided Practice in Photoshop
- Summative:** Creation of Visual Identity (Task 2)

Finalising Visual Identities

This term is dedicated to finalizing visual identities. Students ensure their work meets client requirements by saving files in the correct formats and making necessary adjustments, emphasizing attention to detail and professionalism.



HT4

How I'll be assessed...

- Formative:** Graphic Design Skills Sessions
- Summative:** Creating Final Graphic Product

Evaluation & Review

Students engage in peer assessment, providing and receiving feedback on their projects. They write evaluations discussing strengths, weaknesses, and areas for improvement, fostering critical thinking and self-assessment.

HT5

How I'll be assessed...

- Formative:** Peer Review and Feedback
- Summative:** Task 3- Review and Evaluation

Introduction to Characters and Comics (R095)

Students transition to the Characters and Comics coursework, exploring storytelling through images and characters. They learn about design styles, colour use, character tropes, iconic visual styles, and genre depiction, setting the stage for their Year 11 coursework.



HT6

How I'll be assessed...

- Formative:** Storyboarding and Character Analysis
- Summative:** Task 1- Plan Characters and Comics