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**Knowledge Rich Curriculum Plan**

OCR Cambridge National in Creative iMedia Level 2

R094 – Digital Graphics



| **Lesson/Learning Sequence**  | **Intended Knowledge:***Students will know that… Students will know how to…* | **Tiered Vocabulary**  | **Prior Knowledge:***In order to know this students, need to already know that…* | **Assessment**  |
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| **Task 1:****Visual Identity Designs** | * Students will know that a visual identity will include the name, a logo design and a slogan.
* Students will know that several designs will need to be created for the client to make their final selection.
 | DesignRequirementBrandingVisual IdentityGraphicSlogan | * Students need to already know that organisations use logos to make them visually recognisable.
* Students need to already know that organisations will use a colour scheme in their logo to help with their branding.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Justify Design Choices** | * Students will know how to justify why their visual identity designs are fit for purpose.
* Students will know how to justify why their visual identity designs are suitable for both the client and the target audience.
 | DesignRequirementsSuitableAppropriatePurposeTarget AudienceComposition | * Students need to already know that organisations use logos to make them visually recognisable.
* Students need to already know that several designs will need to be created for the client to make their final selection.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Mood Board** | * Students will know that the purpose of a mood board is to generate ideas or get an impression about theme of a product.
* Students will know that a mood board should include images, colour schemes, fonts and explanations about the ideas.
 | PlanningThemeImpressionColour SchemeHouse StyleTypography | * Students need to already know that a mood board is a collage of images about a particular topic or theme.
* Students need to already know that a mood board is something you create before you start making a product.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Mind Map** | * Students will know that the purpose of a mind map is to generate ideas and make connections or links between them.
* Students will know that a mind map should include a central node, sub-nodes and branches.
 | ConnectionsDiagramPlanningCentral NodeSub-nodesBranches | * Students need to already know that a mind map is a diagram where you can write down all of your thoughts and ideas.
* Students need to already know that a mind map helps with the planning before creating the product.
 | Retrieval TaskQuestioningNEA Task |
| **Task 1:****Visualisation Diagram** | * Students will know that the purpose of a visualisation diagram is to plan the layout and features of a product.
* Students will know that a visualisation diagram should include sketches, colour schemes, fonts and annotations explaining design decisions.
 | DesignLayoutFeaturesVisualisationAnnotationsTypography | * Students need to already know that a designer/developer will draw sketches or designs of the product before they create them.
* Students need to already know that designs of a product could be hand drawn or digitally created.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Create Visual Identity** | * Students will know that visual identity is the logo, brand name and slogan.

Students will know that the visual identity can include graphics, shapes and text. | LogoBrandRecognisableGraphicSloganHouse StyleVisual Identity | * Students need to already know that organisations use logos to make them visually recognisable.
* Students need to already know that organisations will use a colour scheme in their logo to help with their branding.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Sourcing Assets** | * Students will know how to correctly source and store their assets in to an Assets folder.
* Students will know that Copyright law is in place to prevent other people from using assets without the owner’s permission.
 | SourcePermissionImplicationMultimediaAssetCopyright | * Students need to already know that an asset is a multimedia element which could be text, graphic, image, video, animation or sound.
* Students need to already know that assets can be created by yourself or collected using the internet.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Editing and Preparing Assets** | * Students will know that visual identity is the logo, brand name and slogan.
* Students will know that the visual identity can include graphics, shapes and text.
 | LogoBrandRecognisableGraphicSloganHouse StyleVisual Identity | * Students need to already know that organisations use logos to make them visually recognisable.
* Students need to already know that organisations will use a colour scheme in their logo to help with their branding.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Create Digital Graphic** | * Students will know how to decide suitable dimensions for the website banner.
* Students will know the importance of using a house style on a product.
 | DesignDimensionsPromoteWebsite BannerGraphicHouse Style | * Students need to already know that a graphic is a visual design which has been created using a computer.
* Students need to already know what should be included on a banner at the top of a website.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Editing Techniques on Digital Graphic** | * Students will know that navigation buttons can have different states to make them interactive.
* Students will know the importance of using a house style on a product.
 | ButtonsShapeColoursNavigationHouse StyleUp/Over State | * Students need to already know that websites use buttons to access different web pages.
* Students need to already know that buttons are graphics which are made up of shapes, colours and text.
 | Retrieval TaskQuestioningNEA Task |
| **Task 2:****Exporting Digital Graphic** | * Students will know that a master template will use a table to help position assets in different positions on the page.
* Students will know the importance of using a template to keep a consistent house style on a product.
 | LayoutConsistentTemplateNavigationHouse StyleHyperlink | * Students need to already know that a template can be used to structure the layout of a product.
* Students need to already know the features of a website including background, banner, navigation and titles.
 | Retrieval TaskQuestioningNEA Task |