

# Kemnal Technology College. Creative iMedia Kemnal Key - Yr10 Term 5

## Purpose of Unit:

- To develop visual identity
- To plan digital graphics for products
- To create visual identity and digital graphics

## Links to prior knowledge/learning: R093 unit –

how style, content and layout are linked to the purpose; reading and interpreting a client brief; target audience demographics and segmentation; concepts

## Key Learning/Knowledge

- What are the purposes, elements and design of a visual identity?
- Component features of visual identity (name, logo and slogan)
- Graphics, typography, colour palettes and layout options
- How does the business type, brand values and brand positioning effect the overall visual identity?
- What is alignment?
- What are the main colour systems used in graphic design?
- What is white space?
- What are the layout conventions of different graphics?
- What is the difference between Bitmap/raster graphics and vector graphics?
- How do licences and permissions effect the sourcing of assets for visual identity?
- How to create mindmaps, moodboards, concept sketches and visualisation diagrams to plan visual identities
- How to use Adobe Photoshop – all the tools and techniques required
- Creating assets for use in digital graphics
- Creating a visual identity based on a client brief
- How to save and export visual identity and digital graphics

## Key Vocabulary and meanings

**Visual identity** – a collection of visual elements that serve to represent and differentiate a brand (eg: a logo)

**Typography** – the style and arrangement of letters in a particular way to make sure that it can be read and fits the style of the document it is used in

**Pixel** – the smallest part of a digital image, each with a unique colour

**Compression** - reducing the size of a file by deleting unnecessary data.

**Bitmap/raster graphic** – a digital image composed of pixels

**Vector graphic** – a computer-made image made up of points, lines and curves

**Pre-production** – everything that happens before the production of a media product

**Assets** – the different images collected that will be used to make the final product

**Copyright** – A form of protection for the originator of creative work (intellectual property)