Year 10 ICT/CS Learning Journey

Term 1 – Autumn

Core knowledge	Reference number (where saved on the network)
E-Safety	
R093 - Introduction to iMedia - planning and creating a digital graphic to a client brief.	
R093 – Topic Area 1: Develop visual identity Understand the purpose of visual identity including: Recognition and familiarity To establish a brand To develop brand loyalty For visual communication with audiences or consumers Understand visual identity design style including: Business type Brand values Brand positioning (economy, mid-range, high-end)	
R093 – TA 1 Understand the component features of visual identity including: Name Logo Slogan/strapline Know the elements of visual identity including: Graphics, shapes and symbols Typography Colour palette and meaning Layout/complexity	

Understand design concepts including: Application of visual identity Alignment and typography Colour and colour systems Use of white space Know the conventions for graphic products including: Additional information Headlines and copy Image content Titles and mastheads refocus	
R082 – LO2 – Planning • Produce a visualisation diagram of the digital graphic. • Explain any legal issues and restrictions that need to be considered when creating the digital graphic.	
R082 – LO3 – Making obtain the assets required for the digital graphic • re-purpose and store the assets to ensure their technical compatibility with the intended digital graphic.	
R082 – LO3 – Making • Use a range of tools and techniques from the image editing software to combine the assets into the final graphic • Save both versions of the digital graphic in suitable formats as specified in the brief • Submit both digital graphic versions in an electronic format.	
R082 – LO4 - Reviewing	

Learning Checkpoints

LC Title		
Control Assessment LO1		
Control Assessment LO2		
Control Assessment LO3		
Control Assessment LO4		

Key Vocabulary
to educate, to inform, to promote, to advertise, to entertain, BMP files • JPG files – for photos • PNG files – for transparency • GIF files – for animations • TIFF files – for commercial printing • PDF files