**KS4 – GCSE – CREATIVE IMEDIA – L2**

| 17th April - 26th May 2023 | 5th June – 21st July 2023 |
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| **5** | **6** |
| **OCR Creative IMedia – KS4 Unit RO94 - Visual Identity and Digital Graphics** | **OCR Creative IMedia – KS4 Unit RO93 – Exam Unit** |

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Scenary -  As a graphic designer, you have been asked to produce a visual identity for Metamoda.
You then need to use the visual identity on a full-page advertisement for Metamoda. The advertisement is intended to be used on the back cover of a printed magazine to develop brand awareness.

**Topic Area 2: Plan digital graphics for product**
- Plan the Visual identify

- Mind map
- Mood board(s) / Collages
- Concept sketch/hand design
- Reasons (justification – fit for purpose visual identity)

- Magazine Advert Design

- Mind map
- Mood board(s) / Collages
- Concept sketch/hand design
- Reasons (justification – fit for purpose visual identity)

**Topic Area 3: Create visual identity and digital graphics**
- Created Product(s)

- Visual identity
- Magazine Advert
- Implementation Document Photoshop Skills (report – annotations for both)
- Assets Table

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**Creative iMedia in the media industry**

**Topic Area 1.1: The media industry**

Overview of traditional and new media sectors with activities to investigate how they have evolved using digital technologies

- Know the different sectors that form the media industry and how these are evolving
- Know the types of products produced by, and used in, different sectors
- Know that the same product can be used by different sectors

**Topic Area 1.2:**

Job Roles in the media industry

- Know that job roles can be categorised as Creative, Technical or Senior
- Know the main responsibilities associated with Creative, Technical and Senior job roles.

**Topic Area 2.1: Factors influencing product design**

- Understand how style, content and layout are linked to purpose.

**Topic Area 2.2:**

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| • Export digital graphics in a suitable format<br>• Saving assets in correct folder with correct name & evidence of version control (Saves files, folders, clear structures) | • Understand client requirements and how they are defined.<br><br>**Topic Area 2.3:**<br><br>• Understand audience demographic and segmentation.<br><br>**Topic Area 2.4:**<br><br>• Know about sources of information<br>• Recognise the use of qualitative and quantitative research data.<br><br>**Topic Area 2.5:**<br><br>• Know about technical, symbolic and written media codes<br>• Recognise how meaning, impact and engagement can be created using a range of techniques and content. |