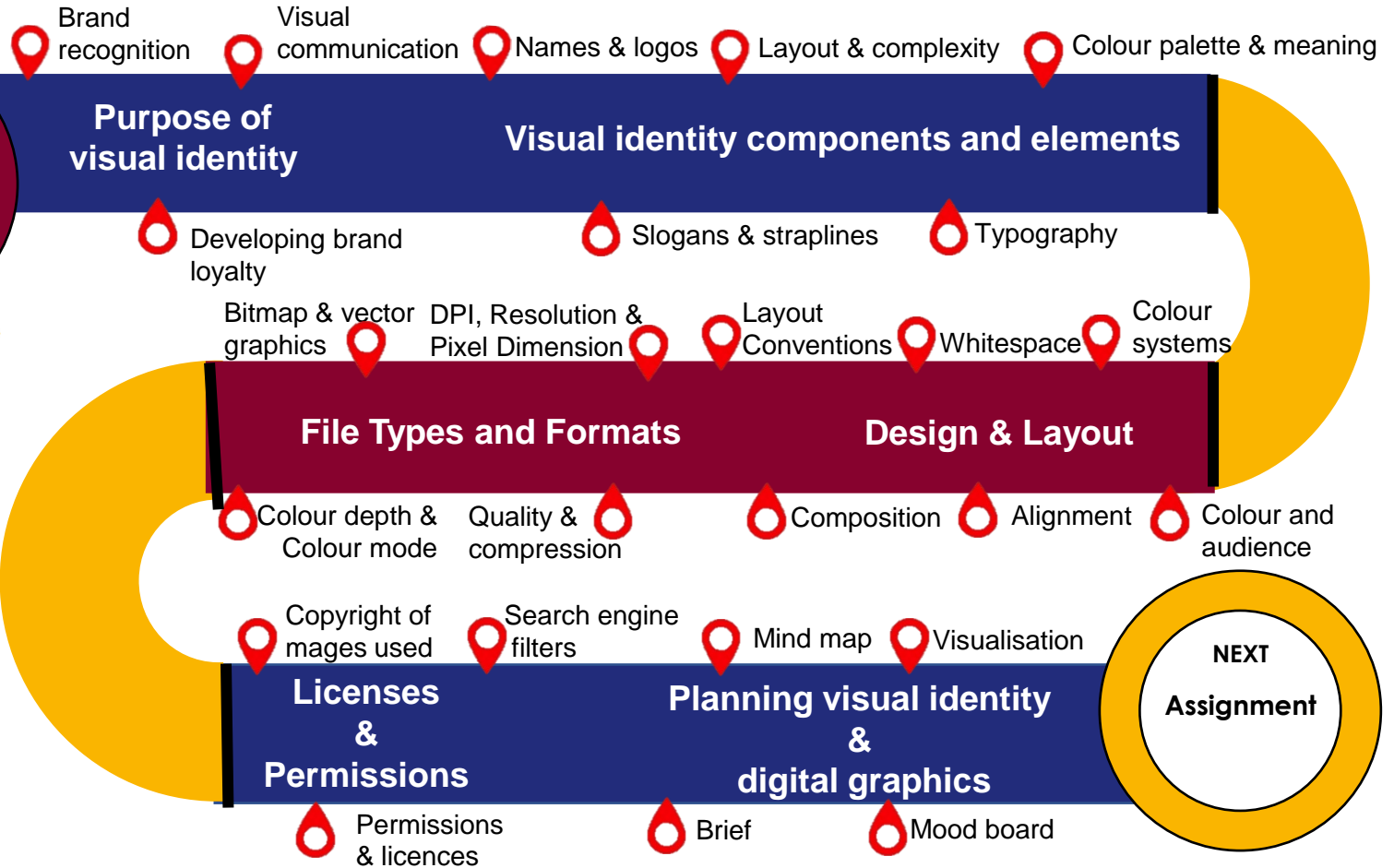


Welcome

YEAR
10
Start of the
Course (Part A)



SKILLS TAUGHT:

- Purpose of a Visual Identity
- Components and Elements
- Design and Layout of a product
- File Formats
- Legislation
- How to plan the design of a product

Why are we learning this? To give you the understanding of the values and core principles of a product, service, company or organisation. To show how brand recognition is used for marketing and the target audience.

WELCOME

Topic Area 1 & 2

Understanding the brief

Justify design choices

Planning document (Magazine Advert)

Choose potential assets

YEAR
10
R094

Design a Visual Identity

In this task you will design and explain a visual identity for Metamoda. You will then plan their new visual identity and advertisement for the magazine

Logo Design

Client / Target Audience

Annotate designs

Topic Area 2 & 3

Create magazine advert

Source assets (advert)

Create the visual identity

Create the Visual Identity

In this task you will create the visual identity and magazine advertisement that you have planned

Screenshot and explain tools used

Create / edit assets(advert)

Save in a suitable file format

Check file formats of graphics

Submitting Your Work

Repurpose for online use

Export to suitable file format

Submit

SKILLS TAUGHT:

- Design a Visual Identity
- Design and Layout of a product
- Creating a visualisation
- Use of a graphics package (Photoshop)

Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience.

WELCOME

Information points Kiosk Apps Interactive Maps E-learning Images Video Animation Audio Text, Lists Nav Layers Quizzes Forms

YEAR
10
Start of R097
Prep

Formats and Hardware

1. Understand the format types used for IDM
2. Know the hardware devices used to access IDM
3. Understand the methods of user interaction

Interactive digital media content

1. Know the different types of content and how they are used in IDM
2. Understand how assets are used to create content
3. Understand how the form and structure of IDM products is affected by the digital media content, audience and purpose

Assessment Points

Practise assessment points will be introduced throughout, so you develop knowledge and skills.

Hardware & Software

Understand the hardware and software used to create IDM

Conventions & creativity

1. Understand the conventions of IDM
2. Understand the need for creativity in IDM
3. Interpret a client brief

Features of IDM design

Understand the features of IDM - Interface and interaction styles, GUI and Accessibility.

Wireframes, master pages & templates

Pre-production documentation

Storyboards

1. Create a Storyboard
2. Understand the content

Further Pre-Production

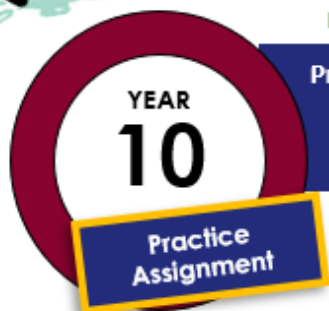
NEXT
Assignment

Why are we learning this?

Interactive digital media products are found across the media industry. You will learn to design and create IDM products for a chosen platform.

welcome

Practice Assignment



Mind map

Mood board

Report

Asset List

Produce an interpretation from the client brief

Produce an interpretation from the client brief

Task 1 - Planning your interactive digital media product

Produce relevant pre-production documents

Wireframe Storyboard Script Test plan

Choose a suitable electronic format and properties for your finished IDMP

Create the interactive and navigational components

Repurpose the media assets

Source and create the media assets

Export or publish your IDMP

Create the components

Task 2 - Creating your interactive digital media product

Create your IDMP

Kiosk - PPSx

Use suitable software to create the IDMP you planned

Review the effectiveness of the assets used

Evaluate the technical properties of your IDMP by testing its functionality

Test or check what extent the technical properties of your repurposed assets are fit for purpose

Test/check and review your IDMP

Task 3 - Testing/checking and reviewing your IDMP

Recommend areas for improvement and further development

Review the effectiveness of your IDMP for the client and target audience

Explain how you could improve the assets used in your IDMP

explain how you could improve your IDMP

explain how your IDMP could be developed further

Actual Assignment

Assessment Points

Practice assessment will be marked using OCR mark scheme

Why are we learning this?

Interactive digital media products are found across the media industry. You will learn to plan, design and create IDM products for a chosen scenario.