Creative iMedia – Year 11

Term	What is being learnt?	Remote learning links
Autumn 1	**R081** We will be preparing for the exam that will take place in January. Please read through the text books provided, covering the theory elements from LO1 to LO4. Pages 1 to 37. Then please complete the past papers from here: https://www.ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-award-certificate-j807-j817/assessment/ 	

Autumn 2	See Term 1	
Spring 1	Create headings for the current R082 assignment, based on the mark scheme. Headers (R082 - Creating digital graphics) footers (Candidate name, centre number, candidate number, Page X of Y – Bold Number 3). The current assignment is here: https://www.ocr.org.uk/Images/530264-unit-r082-creating-digital-graphics-set-assignment-2.pdf Turn to page 40 of the iMedia text book. Under the heading of "Why digital graphics are used" or something similar such as "The purpose of digital graphics" you should explain the purposes in your own words. Include: Entertain Advertise Promote Inform Educate Find still adverts such as graphics, billboards, magazine or digital adverts that have worked very well in the past and persuaded many people to buy a product or a service,	

stop smoking, reduce drinking, vote for someone, change diet. Include them in your description.

Explain why those graphics were successful.

Explain the power of effective digital graphics.

•R082. Explain the 5 reasons why digital graphics are made. Page 40.

•Turn them into your own words and change the order

•Include some pictures as examples eg a new Coca Cola advert

Discuss how different sectors use digital graphics (eg public sector such as the government or local councils, private such as companies wishing to make a profit and charities who wish to raise money for good causes.)

Complete reviews 1 and 2 of LO1 for R082. Graphic 1 could be a billboard advert, created to change behaviour. Graphic 2 could be a blu-ray film cover. Graphic 3 could be a magazine advert or a digital advert found on a web page.

Headings could be similar to these:

The purpose of the graphic

The intended target audience

Layout – where have items been placed and why?

Composition rules used – deliberate choice?

Colour schemes used etc – why have different colours been used?

Images used – (logos are normally vectors whereas photos are usually bitmaps.)

	Suitability of images and text for the purpose and target audience. (Split this up) Good and bad points Possible improvements Client requirements Mind map Moodboard Work plan Visualisation diagram		
Spring 2	Use GIMP or Photoshop to create the digital graphic required. The latest assignment is based on an album cover. Check that you have used some of the following: Levels Curves – brighten and darken an image – curves adjustment – change the shape of the line in the curve – decide if you need to do this and search for curve adjustment Manipulating layers – added layers, turned them off, renamed or moved Layer styles (eg on text) - Selection tools – magic wand, quick selection, marquee and lasso Feathering – use a feathered edge after making a selection		

	Cloning and healing tools – remove blemishes Gradient effects – try this on the text Stroke and fill – Dodge and burn tools Text special effects Modifying shapes with effects Burn and dodge Levels	
Summer 1	Complete the evaluation of your graphic Discuss whether you have met each client requirement. Discuss whether you have met each target audience requirement. Identify further developments and improvements.	
Summer 2	N/A	