

<u>Topic</u>	<u>Key concept – what do I want the students to learn from this unit?</u>	<u>What knowledge will they acquire?</u>
R082 overview - i-Media – Coursework unit		
<p>LO1 Understand the purpose and properties of digital graphics</p>	<p>Why digital graphics are used. How digital graphics are used. Types of digital graphics. Types of file formats. The properties of digital graphics and their suitability for use in creating images. How different purposes and audiences influence the design and layout of digital graphics.</p>	<p>Students will learn that the uses are to entertain, inform, advertise, promote and educate. Graphics will be in magazine covers, CD/DVD covers, adverts, web images and graphics, multimedia products and games. Graphics can be made as bitmap/raster or vector and saved in a variety of different formats, that contain different properties as in pixel dimensions, dpi resolution, quality and compression settings. Students will understand how the purpose and audience can influence the colour, composition, white space and style.</p>
<p>LO2 Be able to plan the creation of a digital graphic</p>	<p>Interpret client’s requirements for a digital graphic. Understand target audience requirements. How to produce a work plan, a visualisation diagram, asset’s table and mood board. To understand the legislation that applies to images used in digital graphics.</p>	<p>Students will learn that it is crucial that they interpret the clients requirements either through discussion, reviewing a written brief or a specification, as they need to know exactly what it is they are being asked to create or they will have wasted their time. Be able to clearly identify the target audience so that the digital graphic will engage the audience to want to buy. Understand that in order to get to a finished product a detailed work plan needs to be created and followed so no aspect is missed. Students will learn to create a visualisation diagram, mood board and assets table to support the creation of their digital graphic. From all these preparation documents the students will know what assets they are looking for and how to acquire them that keeps them operating within the laws on graphics ownership.⁴</p>
<p>LO3 Be able to create a digital graphic</p>	<p>To source assets identified for use in a digital graphic. Create assets identified for use in a digital graphic. Ensure</p>	<p>Students will learn what to look for in the images and graphics that allows them to be used in their digital</p>

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	the technical compatibility of assets with the final graphic. Create a digital graphic using a range of tools and techniques, save and export into appropriate formats.	graphic. Acquire skills on photo shop that will allow them create their own version of images and graphics. Students will use their knowledge from R081 on pixel dimensions, dpi resolutions to apply to the creation of their assets. From R081 learning on file formats students will learn what file format will work best for their digital graphic so that it can be used for a variety of formats, print, web or multimedia.
LO4 Be able to review a digital graphic	Review a digital graphic against a specific brief, identify areas in a digital graphic for improvement and further development.	Analysing through looking at the strengths, weakness, how well it fits to the client’s brief, through peer and self-assessment and applying further improvements to the cropping, rotating, brightness, contrast, levels and colour adjustment.
R081 overview – i-Media – Examination unit		
LO1 Understand the purpose and content of pre-production	The purpose and uses of a variety of pre-production documents. The content of these pre-production documents.	Using the practical knowledge that was developed in R082 task 2 students will develop a deeper understanding of the purpose and content of: Mood boards, Mind maps, Visualisation diagrams, Storyboards, Scripts
LO2 Be able to plan pre-production	Understand the processes to produce effective pre-production documents	How to interpret client requirements for pre-production. Be able to identify time scales for production based on target audience and end user requirements. How to conduct and analyse research for a creative digital media product. Produce a work plan and production schedule. The importance of identifying the target audience and how they can be categorised. The different items of hardware, software and different techniques available to create the documents. Legislation covering the creation and use of digital images.

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LO3 Be able to produce pre-production documents	Be able to create the different pre-production documents. The properties and limitations of file formats for different applications and which is the most appropriate file format for the applications.	To create a mood board, mind map/spider diagram, visualisation diagram or sketch and storyboard. Be able to analyse a script from the point of view of the scenes/locations, characters, resources and equipment needed. Students will learn the properties and limitations of file formats for still images, audio or moving images (video or animation) and be able to name suitable conventions such as version control and organisational requirements. Plus what file formats are appropriate for pre-production documents and final products in line with client requirements.
LO4 Be able to review pre-production documents	How to critically review and analyse pre-production documentation	Students will learn to review a pre-production document from a format, style, clarity, suitability of content for the client and target audience point of view. Be able to identify areas for improvements, such as colour schemes, content or additional scenes.