

	Year 10	Year 11
	Overview — R094: Visual identity and digital graphics Topic Area 1: Develop visual identity  • Purpose, features, elements and design of visual identity  Topic Area 2: Plan digital graphics for products  • Graphic design concepts and conventions	Overview — R098: Visual imaging  Topic 2: Create visual imaging portfolio  Techniques of tools to take photographs Techniques for processing photographic images Techniques and tools to record video footage Techniques and tools for editing video footage Techniques to save and publish / export portfolios of photographs and video sequences  Topic 3: Review visual imaging portfolios  Techniques used to check and review visual imaging portfolios Improvements and further development
Autumn 1	R094 1.1 Purpose, elements and design of visual identity  Purpose of visual identity (Recognition/familiarity, establish a brand, Develop brand loyalty, Visual communication with audiences/consumers)  Component features of visual identity (Name, Logo, Slogan/strap line)  Elements of visual identity (Graphics - shape/symbol, Typography, Colour palette and meaning, Layout/complexity)  Visual identity design style (Business type, Brand values, Brand positioning – economy / midrange / high-end)	Skills / Knowledge  2.1 Techniques of tools to take photographs
	<ul> <li>Concepts of graphic design (Application of visual identity, Alignment, Typography, use of colour and colour systems, Use of white space)</li> <li>Layout conventions for different graphic products and Purposes (Additional information, Headlines and copy, Image content, Titles and mastheads)</li> </ul>	2.2 Techniques for processing photographic images  Adjustments to improve suitability  Sharpness Brightness / contrast Colour balance Cropping Crorection tools  Selection of images based on technical suitability Selection of images based on composition and aesthetic qualities  2.3 Techniques and tools to record video footage Technical settings for video recording Video format/resolution Lighting scenes and subject Orientation Framing rate Techniques for recording video footage
		<ul> <li>Framing</li> <li>Shot types</li> <li>Camera angles</li> <li>Camera Movement</li> </ul> 2.4 Techniques and tools for editing video footage

	Tools and techniques for editing (post- production)
	o Cut/split
	o Move/position on timeline
	o Adjustments
	o Transition effects
	Applying effects
	• Editing of audio track
	o Insertion of still images
	2.5 Techniques to save and publish / export portfolios of photographs and video sequences
	Techniques for creating image portfolios in different media
	<ul> <li>Contact sheets for proofing purposes</li> </ul>
	<ul> <li>Folder of image files</li> </ul>
	o Presentation
	<ul> <li>Framed prints for exhibition or display</li> </ul>
	<ul> <li>Digital portfolios</li> </ul>
	Processes to create a video file for playback
	O Rendering video
	Techniques for saving / exporting
	o Video formats for different platforms
	Video formats for different platforms
	3.1 Techniques used to check and review visual imaging portfolios
	Techniques to check the technical properties of visual imaging portfolios
	<ul> <li>Methods of checking</li> </ul>
	■ checklist
	<ul> <li>Elements of visual imaging portfolio to check</li> </ul>
	file size, properties and format
	playback testing for display size and media compatibility
	playback testing for display size and media compatibility
	Techniques to review the fitness for purpose of visual imaging portfolios
	Suitability for client requirements
	Suitability for target audience
	■ suitability of content
	<ul><li>accessibility</li></ul>
	<ul> <li>Review of visual quality, aesthetics, appeal and engagement</li> </ul>
	3.2 Improvements and further development
	<ul> <li>Constraints which limit the effectiveness of visual imaging porfolios</li> </ul>
	<ul> <li>Visual imaging portfolio constraints</li> </ul>
	■ Time
	■ Resources
	■ Hardware
	■ Software
	■ Skills
	Visual imaging portfolio improvements
	Solid in Surgician Section Sec
	■ Composition
	Stability of video
	■ Stability of video ■ Image processing
	■ Video editing
	Further development opportunities for a visual imaging portfolio
	■ Further developments
	▶ Length
	Product type and placement
	➤ Story / narrative content
	➤ Reuse of components
	➢ Cross platform media
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	Assessments	Assessments
	In class assessment / group feedback	A consequent to the containing of the state of
		Assessment in line with specification Retrieval used to support students' knowledge of R093
		Retrieval used to support students. Knowledge of Roas
		Controlled NEA - R098: Task 2 / 3
		6 Weeks – 12 Hours
	Overview – R094: Visual identity and digital graphics	Overview – R093: Creative iMedia in the media industry
	Topic Area 1: Develop visual identity	Topic Area 1: The media industry
	Purpose, features, elements and design of visual identity	Media industry sectors and products
		Job roles in the media industry
	Topic Area 2: Plan digital graphics for products	Topic Area 2: Factors influencing product design
	Properties of digital graphics and use of assets	How style, content and layout are linked to the purpose
	Techniques to plan visual identity and digital graphics	Client requirements and how they are defined
	, , , , , , , , , , , , , , , , , , , ,	Audience demographics and segmentation
		Research methods, sources and types of data
	Controlled NEA – R094: Task 1	Media codes used to convey meaning, create impact and/or engage audiences
	3 Weeks – 6 Hours	Topic Area 3: Pre-production planning
		Work planning and documents
		Documents used to design/plan media products
Autumn 2	Skills / Knowledge	Skills / Knowledge
	1.1 Purpose, elements and design of visual identity	1.1 - Media industry sectors and products
	Purpose of visual identity (Recognition/familiarity, establish a brand, Develop brand loyalty,	Traditional media (film, television, radio, print publishing)
	Visual communication with audiences/consumers)	New media (computer games, interactive media, internet, digital publishing)
	Component features of visual identity (Name, Logo, Slogan/strap line)	<ul> <li>Products in the media Industry - Video, Audio, Music, Animation, Special effects (SFX, VFX),</li> </ul>
	<ul> <li>Elements of visual identity (Graphics - shape/symbol, Typography, Colour palette and meaning, Layout/complexity)</li> </ul>	Digital imaging and graphics, Social media platforms/apps, Digital games, Comics and graphic novels, Websites, Multimedia, eBooks, AR/VR
	Visual identity design style (Business type, Brand values, Brand positioning – economy / mid-	noveis, websites, iviutimedia, ebooks, Anj vn
	range / high-end)	1.2 - Job roles in the media industry
		Creative (animator, content creator, copy writer, graphic designer, illustrator, graphic artist,
	2.1 Graphic design and conventions	photographer, script writer, web designer)
	<ul> <li>Concepts of graphic design (Application of visual identity, Alignment, Typography, Use of colour and colour systems, Use of white space)</li> </ul>	<ul> <li>Technical (camera operator, games programmer/developer, sound editor, audio technician, video editor, web developer)</li> </ul>
	<ul> <li>Layout conventions for different graphic products and Purposes (Additional information,</li> </ul>	Senior roles (campaign manager, creative director, director, editor, production manager)
	Headlines and copy, Image content, Titles and mastheads)	2.1 - How style, content and layout are linked to the purpose
	2.2 Properties of digital graphics and use of assets	Purpose (advertise/promote, educate, entertain, inform, influence)
	<ul> <li>Bitmap/raster properties (colour depth, colour mode, compression settings, overall quality, transparency)</li> </ul>	<ul> <li>Style, content and layout (colour, conventions of genre, formal/informal language, positioning of elements, style of audio representation, style of visual representation, tone of language)</li> </ul>
	<ul> <li>Vector graphic properties (compatibility, file size, scalability, software support)</li> </ul>	22 Oliver on the state of the s
	Licences and permissions to use assets sourced from (Client images, Internet, Logos,	2.2 - Client requirements and how they are defined
	Photographs, Stock library)	<ul> <li>Client requirements (Type of product, purpose, audience, client ethos, content, genre, style, theme, timescales)</li> </ul>

		Client brief formats (Commissions, formal, informal, meeting/discussions, negotiated, written)
	2.3 Techniques to plan visual identity and digital graphics	circle sher formats (commissions, formal, mornial, meeting/discussions, negotiated, written)
	Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics (Mood board, Mind map, Concept sketch, Visualisation diagram)	Categories of audience segmentation     Categories of audience segmentation (Age, Gender, Occupation, Income, Education, Location, Interests, Lifestyle)
	Save and export (Proprietary format master files, Repurpose and export in appropriate file formatc)	
	formats)	2.4 - Research methods, sources and types of data     • Primary research methods (focus groups, interviews, online surveys, questionnaires)
		Secondary research sources (books and journals, internet sites/research, magazines and newspapers, television)
		2.5 - Media codes used to convey meaning, create impact and/or engage audiences  • Media codes (Technical, Symbolic, Written)  Ways that meaning, impact and/or engagement are created using (Animations, Audio [ dialogue, music genre, silence, sound effects, vocal intonation], Camera techniques [angles, shots, movement], Colour, Graphics, Interactivity, Lighting [intensity/levels, position], Mise-en-scene, Movement, Transitions,
		Typography [emphasis, font size, font types]
	Assessments	Assessments
	R094	Mini Assessment 1 (1.1 - 1.2)
	Topic Area 1: Develop visual identity	Mini Assessment 2 (1.1 - 2.2)
	Topic Area 2: Plan digital graphics for products	Mini Assessment3 (1.1 – 2.5)
	Topic Area 3: Create visual identity and digital graphics	Supported by regular class tests / reflective tasks
	Overview – R094: Visual identity and digital graphics	Overview – R093: Creative iMedia in the media industry
		Topic Area 3: Pre-production planning
	Topic Area 3: Create visual identity and digital graphics	
		<ul> <li>3.1 Work planning</li> <li>Components of workplans (phases [pre-production, production, post-production], tasks, activities,</li> </ul>
	<ul> <li>Tools and techniques to create visual identity and digital graphics</li> <li>Technical skills to source, create and prepare assets for use within digital graphics</li> </ul>	workflow, timescales, milestones, contingencies, resources [hardware, people, software]
	Techniques to save and export visual identity and digital graphics (Integrated R093 –	2.2 Decuments used to support ideas generation
	Distribution considerations and file formats)	3.2 Documents used to support ideas generation     • Mind map (digital, hand drawn)
		Mood board (digital, physical)
	Controlled NEA – R094: Task 2	3.3 Documents used to design and plan media products
	Controlled NEA - R094. Task 2	Asset log
Spring 1	3 Weeks – 8 Hours	Flow chart     Script
Spring ±	5 Weeks - 6 Hours	Storyboard
		Visualisation diagram
		Wireframe layout     The legal issues that affect media
1		The legal issues that affect filedia
		Topic Area 4: Distribution considerations
		Topic Area 4: Distribution considerations
	Skills / Knowledge	Topic Area 4: Distribution considerations  • Distribution considerations

NEA - Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R094.  3.4.1 - Legal considerations to protect individuals  • Privacy and permissions (rights for recording images / taking photographs in public place permission for recording images / taking photographs on private property, permissions publishing and commercial use of images and photographs taken, harassment and inva	
Privacy and permissions (rights for recording images / taking photographs in public place permission for recording images / taking photographs on private property, permissions publishing and commercial use of images and photographs taken, harassment and inva	
permission for recording images / taking photographs on private property, permissions  3.1 Tools and techniques of imaging editing software used to create digital graphics  permission for recording images / taking photographs on private property, permissions publishing and commercial use of images and photographs taken, harassment and inva	
3.1 Tools and techniques of imaging editing software used to create digital graphics publishing and commercial use of images and photographs taken, harassment and inva	
<ul> <li>Software tools and techniques used to create digital graphics (Image/canvas size, Layout tools, privacy.)</li> </ul>	011 01
Drawing tools, Adjustments to brightness/contrast and colour, Use of selections, Use of layers and  • Defamation (libel, slander)	
layer styles, Retouching, Typography, Filters and effects)  • Data Protection (rights of data subjects in the collection, use and storage of personal data subjects in the collection, use and storage of personal data subjects in the collection (rights of data subjects in the collection)	a)
3.4.2 – Intellectual property rights	·
3.2 Technical skills to source, create and prepare assets for use within digital graphics  • Protecting intellectual property [IP] (copyright, ideas, patents, trademark)	
Source assets for use in digital graphics (Images, Graphics)     Using copyrighted materials (creative common licence, fair dealing, permissions, fees	ind
Create assets for use in digital graphics (Editing sourced assets to create a derivative asset, licencing, watermarks and symbols)	
creating assets using drawing tools)  3.4.3 – Regulation, certification and classification	
Modify images and other assets to make sure the technical compatibility for use within print     Organisations responsible for regulations (ASA – Advertising standards Authority, Ofce the companisation of the compa	m – The
graphics (Resize and resample, Modifying image properties) office of communication)  Classification systems and cartifications (RDEC - British board of film classification as	ifications
• Store assets for use (Storage location, Changing the file format) • Classification systems and certifications (BBFC – British board of film classification certification) • PEGI – Pan European Game information certification)	irications,
3.3 Techniques to save and export visual identity and digital graphics  Health & safety  Health and safety risks and hazards in all phases of production	
Actions to mitigate health and safety risks and hazards	
Risk assessments	
R093 • Location recces	
4.2 Properties and formats of media files	
4.1 Distribution platforms and media to reach audiences	
4.2.1 Image Files  • Online (apps, multimedia, web)	
<ul> <li>The properties of digital static image files (DPI/PPI resolution, pixel dimension)</li> <li>Physical platforms (computer, interactive TV, Kiosks, mobile devices)</li> </ul>	
<ul> <li>Static image file formats (raster/ bitmap, vector, uncompressed, compressed)</li> <li>Physical media (CD/DVD, memory stick, paper based)</li> </ul>	
4.2 Properties and formats of media files	
4.2.1 Image Files	
The properties of digital static image files (DPI/PPI resolution, pixel dimension)	
Static image file formats (raster/ bitmap, vector, uncompressed, compressed)	
4.2.2 Audio Files	
• The properties of digital audio files (bit depth, sample rate)	
Audio file formats (uncompressed, compressed)	
4.2.3 Moving Image Files	
The properties of digital moving image files (frame Rate, resolution [SD, HD, UHD, 4])	8K],
Moving image files formats, animation, video, uncompressed, compressed)	
4.2.4 File compression	
<ul> <li>Lossy compression</li> <li>Lossless compression</li> </ul>	
Assessments Assessments	
R094 Mini Assessment 1 (1.1 – 3.1)	
Topic Area 1: Develop visual identity  Mini Assessment 2 (1.1 – 3.3)	
Topic Area 2: Plan digital graphics for products  Mini Assessment3 (1.1 – 4.1)	
Topic Area 2. Frain digital graphics for products	
Topic Area 3: Create visual identity and digital graphics  Supported by regular class tests / reflective tasks	
Overview – R098: Visual imaging Overview – R093: Creative iMedia in the media industry	

	Topic 1: Plan visual imaging portfolios  • Features and conventions of photographic images and video  • Content use in visual imaging portfolios  • Equipment for capturing images & video  Topic 2: Create visual imaging  Techniques of tools to take photographs	Remaining lessons will be spent completing a range of retrieval activities alongside exam questions to prepare them for their exam.  •
	recnniques or tools to take photographs	
	Skills / Knowledge	Skills / Knowledge
	R098  1.2 Features and conventions of photographic images and video  • Photographic images  • Composition  • Used of placement of props  • Visual styles  • Lighting effects  • Video sequences  • Camera work  • Camera orientation  • Lighting  • Platforms and medium related conventions  • Post – production techniques  • Use of in-camera audio  • Creativity in photography and video  • Originality  • Imaginative concepts  • Derivative ideas	All skills and knowledge from previous terms relating to R093.
Spring 2	1.3 Equipment for capturing images & video  • Technical capabilities of camera equipment and accessories  ○ Photographic image capture  ○ Video recording	
	2.1 Techniques of tools to take photographs  Compositional choices for taking photographs  Rule of thirds Leading lines Natural Frames Orientation Composition for points of interest, anticipating movement  Camera settings, techniques and choices for taking photographs  Exposure settings Shutter speed Aperture ISO Lens focal length Depth of field Exposure compensation White balance Photographic image format	
	Assessments	Assessments

Assessment in line with specification Retrieval used to maintain students' knowledge of R093 Mock Assessment Topic 1: Plan visual imaging Topic 1: Plan visual imaging portfolios			
Overview — R098: Visual imaging  Overview — R098: Visual imaging  Topic 1: Plan visual imaging portfolios  Features and conventions of photographic images and video  Content us in visual imaging portfolios  Features and conventions of photographic images and video  Topic 2: Create visual imaging  R098  1.3 Features and conventions of photographic images and video  Photographic images  O Composition  O Composition  O Visual spring  Photographic images  O Composition		In class assessment / group feedback	
Nock Assessment			Assessment in line with specification
Overview — R098; Visual imaging  Topic 1: Plan visual imaging portfolios  - Features and comentions of photographic images and video  - Content use in visual imaging images & video  Topic 2: Create visual imaging  - Techniques of tools to take photographic images and video  - Topica 2: Create visual imaging  - Techniques of tools to take photographic images and video  - Photographic images  - Occampation  - Used of placement of props  - Used of placement of props - Used of pl			Retrieval used to maintain students' knowledge of R093
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- Features and conventions of photographic images and video - Content use in visual imaging portfolios - Equipment for capturing images & video  Topic 2: Create visual imaging - Techniques of tools to take photographs  R098  1.3 Features and conventions of photographic images and video - Photographic images		Overview – RO98: Visual imaging	Overview – Rugs: Creative liviedia in the media industry
- Features and conventions of photographic images and video - Content us in visual milaging portfolios - Equipment for capturing images & video  Topic 2: Create visual imaging - Techniques of tools to take photographs  R098  1.3 Features and conventions of photographic images and video - Photographic images		- · · · · · · · · · · · · · · · · · · ·	Description leaves will be arrest consolation a server of activities of activities also reside arrest
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Topic 2: Create visual imaging  Topic 2: Create visual imaging  Topic 3: Techniques of tools to take photographs  R098  1.3 Features and conventions of photographic images and video  Photographic images  Composition  Used of placement of props  Used of pr			
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R098  1.3 Features and conventions of photographic images and video  • Photographic images  • Composition  • Composition  • Used of placement of props  • Lighting effects  • Video sequences  • Platforms and medium related conventions  • Destroits in placement of props  • Camera work  • Camera work  • Camera work  • Camera work  • Destroits in placement of props  • Compositional choices for taking photographs  • Compositional choices for taking photographs  • Leading lines  • Destroits in placement  • Camera setting, techniques and choices for taking photographs  • Camera setting, techniques and choices for taking photographs  • Camera setting, techniques and choices for taking photographs  • Camera setting, techniques and choices for taking photographs  • Camera setting, techniques and choices for taking photographs  • Camera setting, techniques and choices for taking photographs  • Desposer compensation  • Depth of field  • Desposer compensation		Tonic 2: Create visual imaging	
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Photographic images  O Composition O Used of placement of props Visual styles O Usual styles O		1.3 Features and conventions of photographic images and video	
Summer 1  - Composition - Used of placement of props - Visual styles - Upting effects - Video sequences - Camera work - Platforward medium related conventions - Platforward medium related son to the place of t			<ul> <li>All skills and knowledge from previous terms relating to R093.</li> </ul>
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Summer 1  1.4 Equipment for capturing images & video  • Technical capabilities of camera equipment and accessories  • Photographic image capture  • Video recording  2.1 Techniques of tools to take photographs  • Compositional choices for taking photographs  • Leading lines  • Natural Frames  • Orientation  • Composition for points of interest, anticipating movement  • Camera settings, techniques and choices for taking photographs  • Exposure settings  • Shutter speed  • Aperture  • ISO  • Lens focal length  • Depth of field  • Exposure compensation		Creativity in photography and video	
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Technical capabilities of camera equipment and accessories     Photographic image capture     Video recording  2.1 Techniques of tools to take photographs     Compositional choices for taking photographs     Rule of thirds     Leading lines     Natural Frames     Orientation     Composition for points of interest, anticipating movement      Camera settings, techniques and choices for taking photographs     Exposure settings     Shutter speed     Aperture     ISO     Lens focal length     Depth of field     Exposure compensation		Derivative ideas	
Technical capabilities of camera equipment and accessories     Photographic image capture     Video recording  2.1 Techniques of tools to take photographs     Compositional choices for taking photographs     Rule of thirds     Leading lines     Natural Frames     Orientation     Composition for points of interest, anticipating movement      Camera settings, techniques and choices for taking photographs     Exposure settings     Shutter speed     Aperture     ISO     Lens focal length     Depth of field     Exposure compensation		1.4 Equipment for centuring images & video	
Photographic image capture Video recording  2.1 Techniques of tools to take photographs  Compositional choices for taking photographs Rule of thirds Leading lines Natural Frames Orientation Composition for points of interest, anticipating movement  Camera settings, techniques and choices for taking photographs Shutter speed Aperture ISO Lens focal length Depth of field Exposure compensation	Summer 1		
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		White balance	
Photographic image format			

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	Assessments	Assessments
	In class assessment / group feedback	Mock Papers / past papers
	R094 – Submission – May – External Moderation	R098 – May – External Moderation
	June – New NEA scenarios released	R093 – External Exam - June
	Overview – R098: Visual imaging	
	Topic 1: Plan visual imaging portfolios  Pre-production and planning documentation and techniques for photoshoots and video recordings  Content use in visual imaging portfolios	
	Controlled NEA – R098: Task 1	
	4 Weeks – 8 Hours	
Summer 2	Skills / Knowledge	
	1.4 Content use in visual imaging portfolios  Physical content of recorded video  People Props Scenes Sets  Audio and sounds Motion graphics Recording footage Sourced / stock footage  1.4 Pre-production and planning documentation and techniques for photoshoots and video recordings Hand drawn / written plans Digitally created plans using software applications Shot lists Storyboards for video production  Pre-production documentation for planning for shots and video recording  Location recce Choice of viewpoint Lighting considerations  Pre-production documentation to assess and minimise hazards and risk	
	Risk Assessment	
	Assessments	
	<b>NEA -</b> Students use / apply the skills and knowledge learnt over the previous terms to complete their individual NEA for R098.	