Knowledge Organiser: Yr 10 Creative iMedia;
Visual Identity and Digital Graphics

1 Audience and Requirements

You need to know your target audience: Who are they? What kind of things do they do? What products do they use? How old are they? What are they interested in? The answers to these questions will help you better understand the people you are designing for and helps ensure your design is suitable for them.

Your client is the person you will be working for. They will tell you what to plan, design or create for them. This will be in your Scenario. The client will set out requirements that they want you to follow when you plan the project - eg: Purpose, Theme, Style, Genre, Content, Sizes.

2 Planning

You will need to create a work plan which lists all of the tasks involved in the whole project. You then need to estimate how long each task will take and plan when you might do this. Build in some contingency time in case things go wrong! Add this to the plan.

3 Graphic Formats

These include tiff, jpg, png, bmp, gif, pdf, etc. You will need to find out the different uses and properties of these different file formats and be able to describe why different formats are suitable for different situations.

5 Where are graphics used?

Examples include magazine covers, CD/DVD covers, adverts, websites, multimedia products and games.

7 Photoshop Skills

To complete your graphic yuou may need some of the following skills:

- Selection tools
- Layers
- Effects
- Paint brush
- Shapes
- Eraser
- Blur
- Spot Healing tool

4 Purposes of Digital Graphics

Graphics arte used for a wide range of purposes, including to entertain, to inform, to advertise, to promote or to educate.

6 Design Techniques

When designing your graphic you might use:

- Mood boards – one slide in PowerPoint which collects together a range of graphics to show the styles, colours, textures and fonts you might use in your final design.
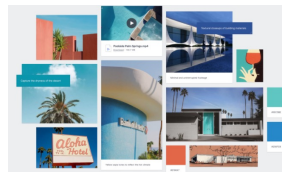
- Visualisation diagram – a sketch or electronic document which shows a rough/plan version of what you will produce. It should show an idea of the layout, sizes of various parts of the graphic/text, the content you will use and possibly be annotated to explain the colours and reasons for including various elements.
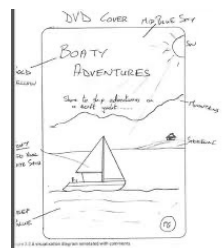
Leave blank to allow students to glue.

How do we use Knowledge Organisers in Creative iMedia?

How can we use knowledge organisers at home to help us?

- **Retrieval Practice**: Read over a section of the knowledge organiser, cover it up and then write down everything you can remember. Repeat until you remember everything.
- **Flash Cards**: Using the Knowledge Organisers to help on one side of a piece of paper write a question, on the other side write an answer. Ask someone to test you by asking a question and seeing if you know the answer.
- **Mind Maps**: Turn the information from the knowledge organiser into a mind map. Then reread the mind map and on a piece of paper half the size try and recreate the key phrases of the mind map from memory.
- **Sketch it**: Draw an image to represent each fact; this can be done in isolation or as part of the mind map/flash card.
- **Teach it**: Teach someone the information on your knowledge organiser, let them ask you questions and see if you know the answers.

How will we use knowledge organisers in Computer Science?

- **Revision:** We will access this knowledge organiser electronically as part of revision homework tasks, using the techniques above to help us revise prior learning.
- **Test:** We will do regular low stakes tests to check our ability to retrieve information from memory.
- **Mark our answers:** Once we have done a low stakes test we can mark our work using the knowledge organiser.
- **Improve our work:** Once we have finished a piece of work we might use this knowledge organiser to see if there is any information on it that we could add into an answer.
- **Pre-reading:** We may sometimes read sections of the knowledge organiser before we cover them in lesson as homework and note down specific questions we may have or specific concepts we are finding more challenging to understand ready to share in lesson.

Date	Section of knowledge organiser	Score