

| Topic: 10.2 Visual Identity and graphics | | Duration: 20 weeks | | | Composite: Controlled Assessment | | |
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| Key vocabulary: | Core knowledge questions | | | | Powerful knowledge crucial to commit to long term memory | Links to previous and future topics | |
| Bitmap Vector Digital Compression File format Resolution Legislation Visual identity | <ol style="list-style-type: none"> 1. What is meant by visual identity? The use of a logo and house style to communicate the nature of a brand or business' services or products 2. What components are there of a visual identity? The brand name, brand logo and slogan / strap line. 3. What different elements are there of a visual identity? The use of specific graphics, typography, colour palette and layout 4. Why are digital graphics used? They are used to entertain, to inform, to advertise to promote and to educate. 5. Where are digital graphics used? They are used in a number of media products such as magazines, CD/DVD covers, adverts, web images, multimedia products and games. 6. What types of digital graphic are there? Bitmaps which use pixels to represent an image and Vector which uses shapes and mathematics to produce an image. 7. Which file formats are appropriate for Digital Graphics? For print based (300 dpi) - .tiff, .pdf as they can hold large files with high resolutions and are uncompressed. For web based (72dpi) .jpg, .png, .bmp, .gif as these can be compressed to make the file size smaller and therefore load more quickly on the web. 8. What are the properties of digital graphics that need to be considered when creating images? The pixel dimensions (height and width), the dpi resolution (how many pixels are in the image), the quality and compression settings. 9. What Legislation affects use of assets? Copyright Designs and Patents Act 1998 and Creative Commons 10. How can you use assets legally? By asking for permission, buying the right/ license to use an image or by referencing the original author and where it came from. | | | | <ul style="list-style-type: none"> • Visual Identities are used to communicate the nature of a brand / business' services or products • Visual identities make use of graphics (logo) • Graphics are used to entertain, to inform, to advertise to promote and to educate. • Bitmaps use pixels to represent an image and Vector images use shapes and mathematics to produce an image • For print based (300 dpi) - .tiff, .pdf as they can hold large files with high resolutions and are uncompressed. • For web based (72dpi) .jpg, .png, .bmp, .gif as these can be compressed to make the file size smaller and therefore load more quickly on the web | | <ul style="list-style-type: none"> • Links to 10.1 Pre-Production and Graphic / Photoshop in previous years. |
| We will develop these skills: | | | | | | | |
| Impressive reading | Impressive speaking | Impressive writing | Resilience | Numeracy via: | Digital Literacy via: | Employability via: | |
| Researching from the internet to meet client brief. | Verbalising plans for responding to client brief. | Respond to brief to explain the purpose, use and factors that affect the use of digital graphics. | The constant need to refine and rework digital graphics until you have fulfilled the client brief. | Pixel dimensions and resolutions. | Understanding the use of digital images Developing image editing techniques for a given purpose. | Developing a digital graphic for a given client. | |