Cambridge National Creative I-media
R082 Creating Digital Graphics: Learning Journey

What are we learning about?
In LO1 we will understand how and why digital graphics are used; learn about different file types and formats; understand the properties of digital graphics and their suitability for different uses; and understand how different audiences and purposes influence design and layout.

Why are we learning about it?
Before we can set about designing an effective digital graphic it is important to understand the history and nature of the medium, and how the design should be directed by the people who are going to be viewing it and how it will be used.

What new KNOWLEDGE will I gain?
You will gain knowledge of the main fields in which digital graphics are used, and which file types are most suited to different types of graphic work. You will also gain new knowledge of the different properties that categorize the graphic's fitness for purpose, and how colour, composition, content and style are relevant to different audiences.

LO1: Understand the Purpose and Properties of Digital Graphics

How does this build on the SKILLS I already have?
LO1 will build on the technical skills you used on graphics software in the Graphics & Project unit at KS3.

What new SKILLS will I develop?
You will develop new skills in categorizing the digital graphics you see around you; selecting suitable file formats for digital graphics projects; using digital graphics with properties which are relevant to the project; and identifying the link between audience, purpose and design.

How does this build on the KNOWLEDGE I already have?
LO1 will build on the knowledge of graphics software you gained in the Graphics & Project unit at KS3. It also refers to understanding the purpose and audience that you used in the KS3 Animation and Kiosk units. You also will need to be aware of avoiding offence to audiences which was discussed in KS3 Safety & Security.

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What are we learning about?
In LO2 we interpret the client requirements for digital graphics; understand target audience; produce a work plan for the creation of the graphic; create a visualisation diagram; identify required assets and resources; and understand related legislation.

Why are we learning about it?
Planning is a key part of creating a digital graphic. As with any design, it is of great importance to understand exactly what the client wants and who the target audience is. LO2 goes further by offering practical experience in planning techniques and collecting the necessary building blocks of the design. It also details the legal concerns that must be taken into consideration so the designer can avoid charges of copyright infringement or plagiarism.

What new KNOWLEDGE will I gain?
You will gain knowledge of how to satisfy different client briefs and understand how different groups within target audiences might have different requirements from a graphic. You will learn of the importance of careful identification of assets and resources for a digital graphic, as well as the key issues that must be checked to ensure the graphic is legally compliant.

LO2: Be Able to Plan the Creation of a Digital Graphic

How does this build on the SKILLS I already have?
LO2 will build on the technical skills you used on graphics software in the Graphics & Project unit at KS3. It will also build on your skills in interpretation of client requirements and audiences you used in KS3 Animation and Kiosk. It also builds on your skills in compiling project assets that you used in KS3 Movie Making.

What new SKILLS will I develop?
You will develop new skills in interpreting client requirements for digital graphics; identifying different target audiences' requirements; producing a work plan and visualisation diagram for a graphics project; and identifying online assets for a digital graphic

How does this build on the KNOWLEDGE I already have?
LO2 will build on the knowledge of graphics software you gained in the Graphics & Project unit at KS3. It also refers to the knowledge of design briefs and target audiences you used in the KS3 Animation and Kiosk units. You will also use the knowledge of accessing project assets that you used in KS3 Movie Making.

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What are we learning about?
In LO3 we learn how to source and create assets for a digital graphic, ensuring their technical compatibility; create the graphic using a range of tools and techniques; save and export in suitable formats; and use version control when developing the graphic.

Why are we learning about it?
Creating the graphic is a key part of the unit as it is the main product we present to the client. Each stage of creating, from sourcing assets to exporting in an appropriate format, must be done in such a way as to meet the client's requirements. As well as ensuring a happy client this process means we have taken into account the needs of the audience and made sure the result is technically compatible with its eventual use.

What new KNOWLEDGE will I gain?
You will gain knowledge of some of the advanced tools and techniques of your chosen graphics software. You will also understand how to source and reference online assets for a digital graphic and how to create your own, as well as which formats are suitable for different graphics projects.

LO3: Be Able to Create a Digital Graphic

How does this build on the SKILLS I already have?
LO3 will build on the technical skills you used on graphics software in the Graphics & Project unit at KS3. It also builds on your skills in compiling project assets and exporting in suitable formats that you used in KS3 Movie Making.

What new SKILLS will I develop?
You will develop new skills in the advanced tools and techniques of your graphics software; sourcing online assets for digital graphic and creating your own; choosing suitable export formats for digital graphics; and controlling the development versions of your work.

How does this build on the KNOWLEDGE I already have?
LO3 will build on your knowledge of graphics software from the Graphics & Project unit at KS3. It also builds on your knowledge of appropriate project assets from KS3 Animation and Kiosk units, and choosing compatible formats from KS3 Movie Making.

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What are we learning about?
In LO4 we learn how to review our digital graphic and identify areas for improvement and further development.

Why are we learning about it?
Once the digital graphic has been carefully researched, planned and created, it is important to be able to critically look at the strengths and weaknesses of the result and how far it meets the client's requirements. This informs both changes that could be suggested for further versions of the graphic, and also to the whole design process used in subsequent projects.

What new KNOWLEDGE will I gain?
You will gain knowledge of how to review a digital graphic and what areas of improvement and further development should be included in a formal project review.

LO4: Be Able to Review a Digital Graphic

How does this build on the SKILLS I already have?
LO4 will build on the skills of self and peer assessment you have applied to each unit in KS3. .

What new SKILLS will I develop?
You will develop new skills in reviewing a digital graphic in terms of content, quality, editing skill and compatibility. You will also need new skills in identifying areas for improvement and development of a digital graphic in terms of size, resolution, layout and clarity.

How does this build on the KNOWLEDGE I already have?
LO4 will build on the knowledge of self and peer assessment you have applied to each unit in KS3.

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What are we learning about?
In this unit of work we learn how to understand the purpose and properties of digital graphics; plan the creation of a digital graphic; create a digital graphic; and review a digital graphic.

Why are we learning about it?
Digital graphics are all around us in the modern world, from huge advertising billboards to tiny social media avatars. Their creation is an international multi billion dollar industry which is a major employer. The skills learned in the planning, creating and reviewing of the product are transferable to many other areas of design where client requirements are always at the centre of the process.

What new KNOWLEDGE will I gain?
You will gain knowledge of what a digital graphic is and what it can be used for; how the planning stage is of key importance; how creating the graphic is rooted in the client's requirements; and how reviewing the graphic can support your future work.

R082 Unit Overview

How does this build on the SKILLS I already have?
This unit will build on the technical skills you used on graphics software in the Graphics & Project unit at KS3. It will also build on your skills in interpretation of client requirements and audiences you used in KS3 Animation and Kiosk. It also builds on your skills in compiling project assets and exporting in suitable formats that you used in KS3 Movie Making.

What new SKILLS will I develop?
You will develop new skills in categorizing digital graphics and identifying key aspects of their target audience. You will also identify appropriate assets to source and create for a digital graphic and ensure the product is technically compatible with the client's and audience's needs.

How does this build on the KNOWLEDGE I already have?
This unit will build on the knowledge of graphics software, appropriateness for audience, and fitness for purpose that you have previously encountered in the Animation, Kiosk, Safety & Security and Movie Making Units from KS3.