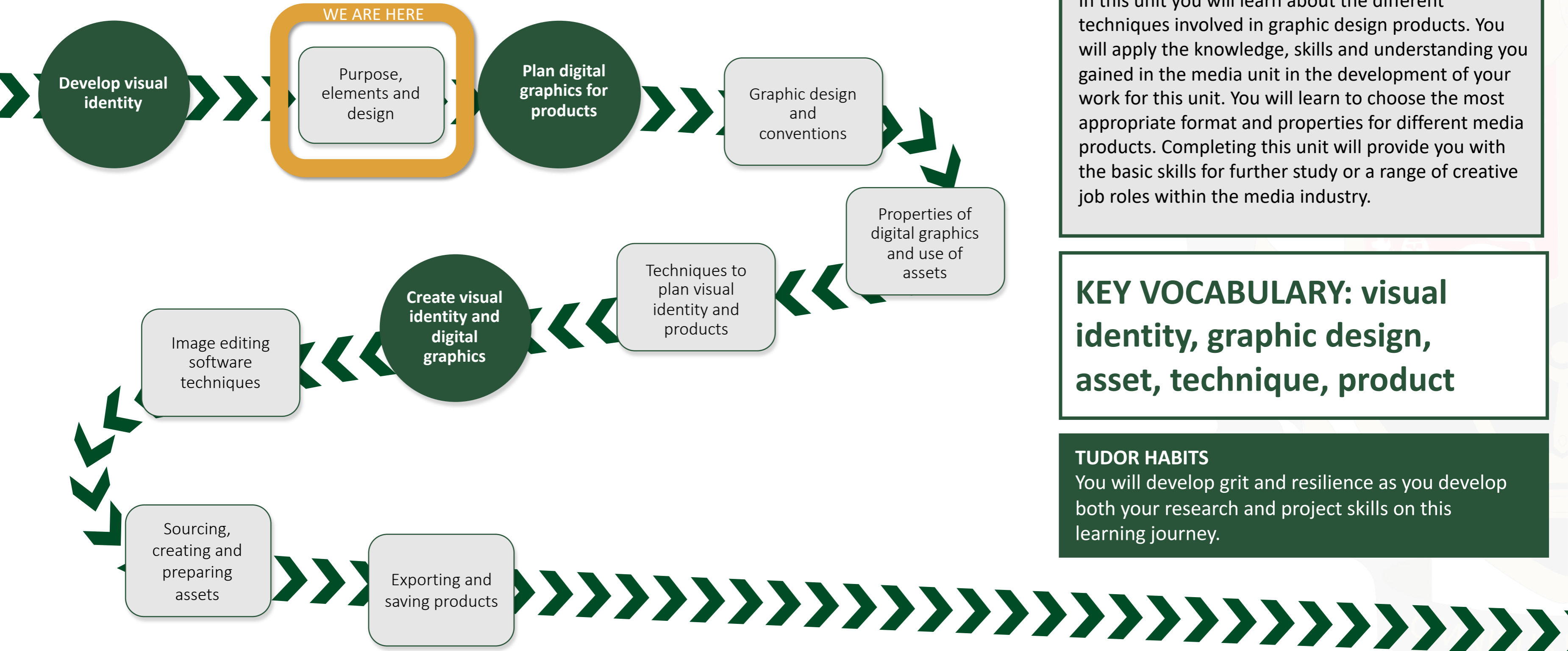




LEARNING JOURNEY

CREATIVE iMEDIA

VISUAL IDENTITY AND DIGITAL GRAPHICS



In this unit you will learn about the different techniques involved in graphic design products. You will apply the knowledge, skills and understanding you gained in the media unit in the development of your work for this unit. You will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry.

KEY VOCABULARY: visual identity, graphic design, asset, technique, product

TUDOR HABITS
 You will develop grit and resilience as you develop both your research and project skills on this learning journey.