

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Hinge Questions for this lesson	Red Zone
Understand the NEA requirements and client brief.	NEA, client, brief, target audience, constraints	Develop	What is a digital graphic? Name one example.	I can explain the purpose of the NEA I can identify key information in the client brief	What would happen if a design ignored the client brief?	Highlight and annotate the client brief, identifying: <ul style="list-style-type: none"> client needs target audience constraints
Identify the purpose and target audience of the visual identity.	Purpose, demographic, audience needs	Develop	Define “target audience”.	I can describe the intended audience I can link audience needs to design choices	Why would the same design not work for all audiences?	Write a structured paragraph explaining: <ul style="list-style-type: none"> the purpose of the visual identity the target audience and their needs
Understand what makes a strong visual identity.	Branding, logo, colour palette, typography, layout	Develop	Name two elements of a visual identity.	I can explain what visual identity means I can identify branding elements in real examples	How does consistency affect brand recognition?	Create a table listing: <ul style="list-style-type: none"> visual identity elements (logo, colour, font, style) why each is important for the client

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Research similar products and visual styles.	Primary research, secondary research, mood board	Develop	What is secondary research?	I can analyse existing designs I can explain what works and why	Why is copying a design a problem?	Analyse two existing visual identities, explaining: <ul style="list-style-type: none"> • what works well • what could be improved • how it influences your ideas
Understand how colour impacts meaning and emotion.	RGB, HEX, complementary, contrast, tone	Develop	What does RGB stand for?	I can justify colour choices I can explain colour meaning	Why might bright colours be unsuitable for some brands?	Select a colour palette and justify: <ul style="list-style-type: none"> • colour meanings • suitability for audience and purpose
Use typography and layout effectively.	Serif, sans-serif, hierarchy, alignment, spacing	Develop	What is typography?	I can choose appropriate fonts I can explain layout decisions	How does font choice affect readability?	Choose: <ul style="list-style-type: none"> • one main font • one secondary font Explain why they are suitable and readable.

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Create initial design ideas using pre-production planning	Pre-production planning, annotation	Plan	Why is planning important?	I can produce annotated design ideas I can link ideas to the brief	How do annotations improve your work? Link to job roles	Produce at least two annotated design ideas, showing: <ul style="list-style-type: none"> • layout • colours • fonts • link to brief
Justify design choices clearly.	Justification, suitability, effectiveness	Develop Plan	What does “justify” mean?	I can justify colours, fonts and layout I can link choices to audience and purpose	Is saying “I like it” a justification?	Write a justification explaining: <ul style="list-style-type: none"> • which design idea will be developed • why it best meets the client brief

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Set up files correctly using digital design software.	Canvas, layers, resolution, file format	Develop Plan Create	Name one file format for digital graphics.	I can set correct canvas size I can use layers effectively	Why does resolution matter?	Set up the design file with: <ul style="list-style-type: none"> • correct canvas size • correct resolution • named layers
Begin creating the final digital graphic.	Tools, shapes, text box, transform	Create	What tool would you use to add text?	I can follow my design plan I can use tools accurately	How closely should your design match your plan?	Create at least 50% of the final digital graphic following the plan.
Refine and improve the digital graphic.	Alignment, grouping, refinement	Develop Create	What does alignment mean?	I can improve layout and accuracy I can manage layers confidently	What makes a design look professional?	Complete the final digital graphic with: <ul style="list-style-type: none"> • accurate layout • consistent colour and typography
Check and export final designs correctly	Export, PNG, JPEG	Create	Why might PNG be better than JPEG?	I can export correctly I can meet client requirements	What happens if the wrong format is used?	Export the final graphic in the correct format(s) and size.

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Repurpose my cover for online use.	Repurpose, Resolution, Compression, Optimisation	Create	What are the differences between print and web graphics?	I can repurpose my design appropriately for online use.	Why do web images need resizing?	Export the repurposed graphic in the correct format(s) and size.
Evaluate the final graphic against the brief.	Evaluation, strengths, weaknesses	Review	Name one evaluation point.	I can evaluate strengths and weaknesses I can suggest improvements	Can a design still be improved?	Write an evaluation covering: <ul style="list-style-type: none"> • how well the final product meets the brief • strengths and weaknesses • possible improvements
Prepare and submit the NEA correctly.	Submission, evidence, moderation	Develop Plan Create Review	What happens if evidence is missing?	I can check all work is complete I can submit confidently	What is the risk of missing evidence?	Submit a complete NEA portfolio including: <ul style="list-style-type: none"> • research • planning • final product • evaluation

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Completion of NEA – R094 Visual identity and digital graphics 12 hours						

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Contingency						
Contingency						
Contingency						