



Unit 6.5 iCommunicate – iGraphics



Year: Six (Level 4)
Term: Summer



Background information for teachers

Participants will work to design and create a new website for Junior Jam. Students will be given design briefs to follow which will aid their design process. The websites will include elements of HTML coding as well as using a WYSIWYG developing app to help visualise their designs. The websites must include several different elements including a video game that students must also design and create as part of the course.

Learning Outcomes for the Unit

Pupils will learn the different ways websites can be designed to industry standards. Learning to follow design briefs to create a finished product. They will also learn a basic understanding of how to code in HTML and use this to code their own website.

Key vocabulary

HTML	Hypertext Markup Language
Pixels	A pixel is one of the small dots or squares that make up an image on a computer screen.
RGB colour	RGB means Red Green Blue, ie the primary colors in additive color synthesis. A RGB file consists in composite layers of Red, Gree and Blue, each being coded on 256 levels from 0 to 255.
WYSIWYG	WYSIWYG is an acronym and stands for “What You See Is What You Get.” This expression is used for Web document creation systems (for example, HTML Editors) and other formats such as image processing programs that output the content on a screen exactly as it will be displayed later on other user devices,
Design Brief	A design brief is a project management document outlining the specifics of a design project.
Target Audience	A particular group at which a product such as a film or advertisement is aimed.
Header banner	A header is an image that is placed on top of the website that appear at the top of every web page except landing page or sales page.
Navigation bar	A Navigation bar or navigation system helps the visitors in accessing information.
The four C’s	(Challenge, Choice, Change and Chance)
Market research	The action or activity of gathering information about consumers' needs and preferences.
Focus group	a group of people assembled to participate in a discussion about a product before it is launched

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Learning Session 1	Students will be introduced to design for web. This will look at design for both websites and social media. The lesson will focus on designing a webpage using HTML programming and using RGB to change the colour of certain elements.
Learning Session 2	This learning session will focus on the design brief. Students will need to design more than one version to fit the brief they are given, allowing the client to choose their favourite. This will look at graphic design in a real working-life context. Students will need to work to a deadline ensuring they complete the brief in the designated time.
Learning Session 3	Students will learn to use a WYSIWYG web design program to design a new website for a client. Students will be required to follow and interpret a design brief in order to complete the task. The pros and cons of HTML designing vs. visual web design will be discussed.
Learning Session 4	Following on from the previous learning session students will be given a new brief by the same company. The brief asks groups to design a computer game to add to the newly designed website. Before students can design the game, they need to decide on a theme and a name for the game and design a logo. The lesson will also discuss how technology helps designers and clients to collaborate and communicate, and students will be tasked with constructing and sending an email.
Learning Session 5	During this learning session students will begin designing their advanced computer game following the brief from the previous session. Students will look at techniques that designers use when designing games.
Learning Session 6	Students will finish their games and insert screen shots of it into their web designs. Students will peer assess each other's game designs and be given the chance to showcase their websites to the class
Learning Session 7	This session will run either as part of a longer half term or a contingency for pupils or classes who have exceeded the lesson plans for the half term. During this lesson pupils will create focus groups and test out their game / website. They will gain feedback on their ideas and move on to evaluating the feedback for future endeavours.