

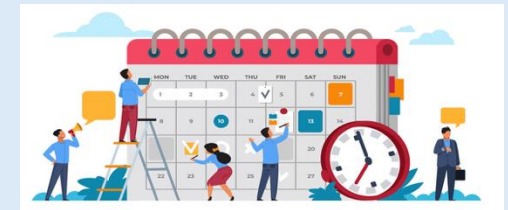
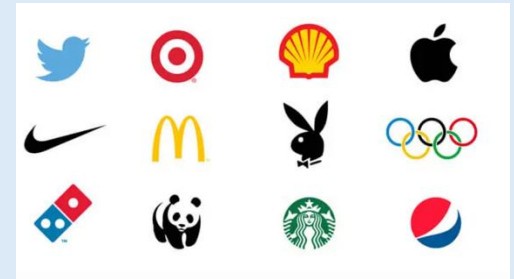
Knowledge Organiser

Summer 2 – Year 7 Digital Skills project

Key term	Definition
Digital Media	Content that is created, edited, and shared
Logo	A logo is a special symbol, picture, or design that represents a company, brand, group, or product
Storyboard	A storyboard is a series of drawings or pictures that show what will happen in an animation
Target audience	the group of people that something is made for
Creative Commons	A type of license that allows creators to share their work with some usage rights granted to others.
Vector Graphics	Images made from paths and shapes, which can be resized without losing quality (e.g., logos).
Bitmap	Images made from pixels, which can lose quality when resized (e.g., photos)
Planning	thinking ahead and getting everything ready before you start a project,
Organised	You know what needs to be done. You plan your time well.

Logos are primarily used for identification and recognition of a brand, company, or product. They serve as a visual representation, conveying brand identity, values, and can create a lasting impression on consumers. Logos help differentiate a brand in a crowded market and build trust and professionalism.

A vector graphic is an image defined by mathematical equations that describe lines, curves, and shapes, making it scalable without losing quality. A bitmap (or raster) image, on the other hand, is made up of a grid of pixels, and scaling it up can result in a loss of quality or a pixelated appearance



When planning a holiday or event it is a good idea to break down tasks and prioritise which task needs to be completed first.

