



# Grade 10: Digital Media Design



# AIMS OF DESIGN

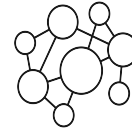
Source: IB MYP Design Subject Guide

- enjoy the design process, develop an appreciation of its elegance and power
- develop knowledge, understanding and skills from different disciplines to design and create solutions to problems using the design cycle
- use and apply technology effectively as a means to access, process and communicate information, model and create solutions, and to solve problems
- develop respect for others' viewpoints and appreciate alternative solutions to problems

## Unit: Designer Manifesto



**Goal: Develop and communicate your identity as a designer**



### **Situation:**

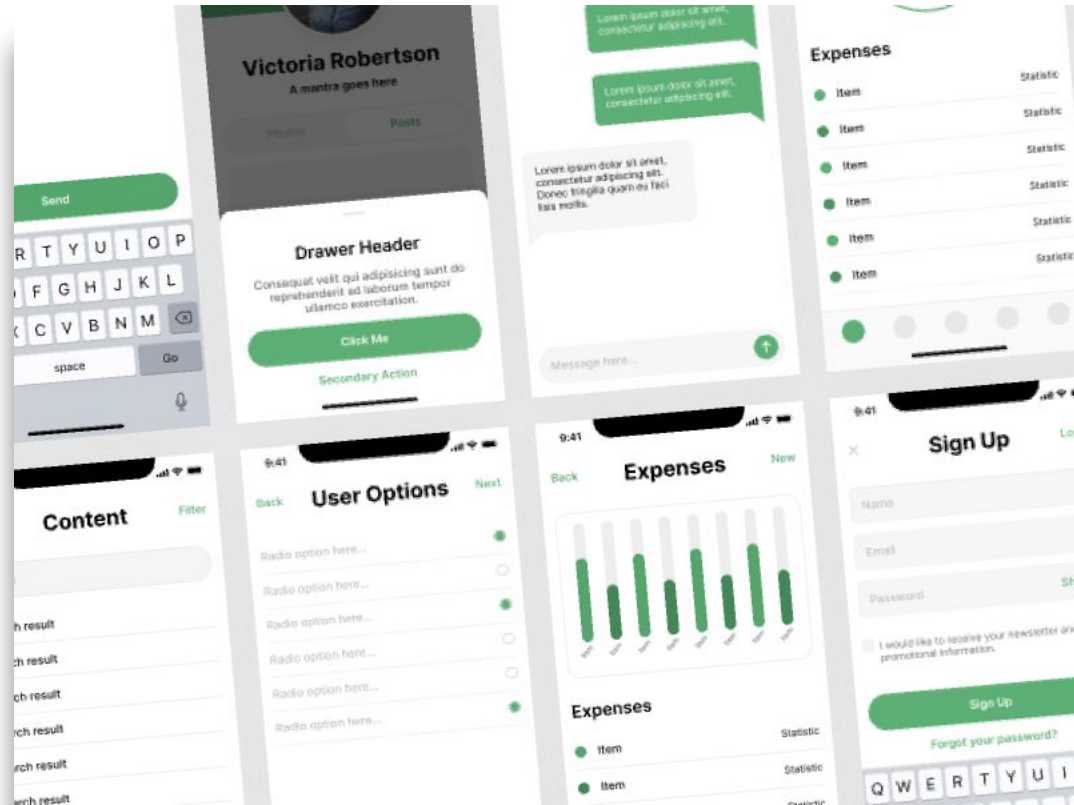
You are starting a journey to discover and communicate who you are as a designer. In this unit, you'll delve into the world of design, not just to learn technical skills, but to unveil your unique design identity.



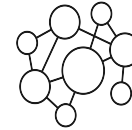
### **Role:**

In this unit, you'll be stepping into the role of an aspiring designer with an aesthetic vision. You'll be exploring design principles (composition, color theory, typography) to create visually compelling compositions.





**Goal:** Develop an inclusive user interface for a digital product



**Situation:**

Users interact with products and services all the time. The quality of this interaction can determine how successfully the user is able to accomplish their goal, as well as meet their needs.



**Role:**

You are user interface designer for digital products. You need to apply inclusive design principles to the development of a user interface for a product or service.

## Unit: Podcasting



**Goal: Present a podcast that uses tells a narrative**



### **Situation:**

Podcasting provides an intimate medium for personal story-telling and narratives.



### **Role:**

You will plan, record, produce and release a short podcast of an issue or experience that is important to your audience. You will apply your technical skills for planning, recording, editing, and presenting podcasts.

## Unit: Digital Animation



**Goal: Create an animation short that communicates and idea, message or concept.**

### **Situation:**

Digital animation is a powerful communication tool for creating visually engaging and dynamic content, enabling complex ideas to be conveyed in an accessible and entertaining manner

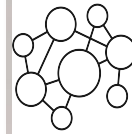
### **Role:**

You will plan, record, produce and release a short animation of an issue or experience that is important to your audience. You will apply your technical skills for planning, creating, editing, and presenting animations.

## Unit: Documentary Film



**Goal: Plan, produce and present a short documentary**



### **Situation:**

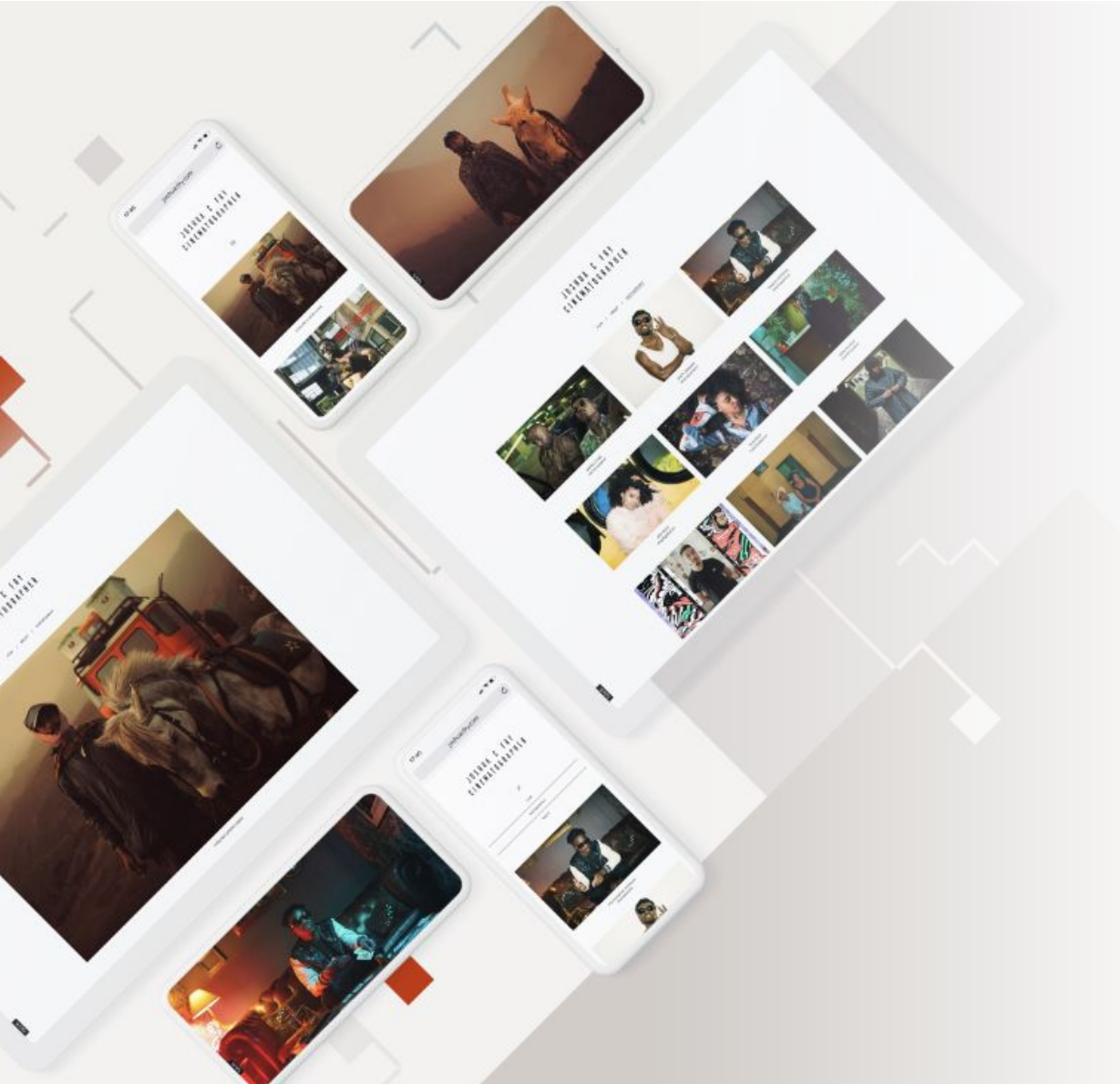
Documentary films show real-life stories and issues in a way that helps people understand them better. These films can also bring attention to different voices and stories that need to be heard, making them a powerful tool for making a positive impact on society.



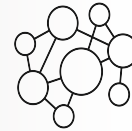
### **Role:**

You will plan, record, produce and release a short documentary of an issue or experience that is important to your audience. You will apply your technical skills for planning, creating, editing, and presenting this film.





**Goal: Present and showcase your skills as a digital communicator**



## **Situation:**

A digital portfolio is crucial for students as it provides a comprehensive showcase of their skills, projects, and achievements.



## **Role:**

You will apply your skills and knowledge in different areas of digital communication. This is an opportunity to showcase your talents to a broad audience.



# MYP & DP Design Courses

6

## Introduction to the Design Cycle

Learning about the steps in the design cycle and how we use it to solve problems

7

## Understanding Design Challenges

Develop an understanding of how to identify and solve unique problems using Design skills

8

## Understanding users & their needs

Refining research and technical skills to solve design problems

9

## Developing as a designer

Developing digital and product design skills to solve authentic problems

10

MYP Product Design

10

MYP Computer Science

10

MYP Robotic Design and Engineering

10

MYP Digital Media Design

10

MYP Entrepreneurship and Design

DP Group 4

DP

Design Technology

DP

Computer Science

DP

Visual Art

DP

Film

DP Group 6



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# G10 & DP Design Courses

## **10** MYP Product Design

Designing solutions to complex problems for users.

## **10** MYP Computer Science

Developing the foundations of computational thinking

## **10** MYP Entrepreneurship and Design

Integrating entrepreneurial principles with design thinking

## **10** MYP Robotic Design and Engineering

Developing technical and critical thinking skills to create innovative, creative and competitive solutions.

## **10** MYP Digital Media Design

Using digital technologies to communicate and tell stories

### DP Group 4

## **DP** Design Technology

Develop design literacy through developing and applying technical skills in authentic contexts.

## **DP** Computer Science

Explore and apply computational thinking in authentic contexts

### DP Group 6

## **DP** Visual Art

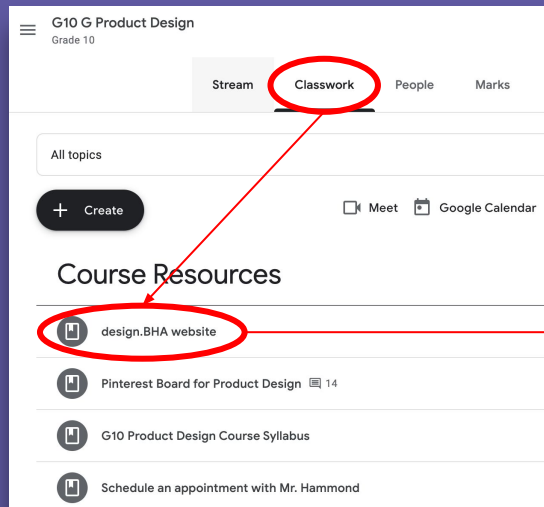
Experiment with diverse media and explore techniques for making art

## **DP** Film

Develop an artistic voice and learn how to express personal perspectives through film

# LEARN MORE ABOUT OUR PROGRAM

## Your Child's Google Classroom



## Design Department website



## BHA Design FAQ

