

<b>KS4 Graphic Communication Curriculum Overview</b>	<b>Links to KS3</b>		To build on the photoshop and designing through the Graphic Design DT rotation modules: City Advertising Year 7 Eco Festival Poster Year 9						
	<b>Intent</b>	<b>Statement of Intent</b>	Students will learning a range of practical design and digital editing techniques. They will learn presentation skills and display their outcomes. Students will gain analysing and critical evaluation skills while exploring a variety of traditional and contemporary styles of Graphic design featuring a range of subjects and styles. Students will develop ideas by experimenting with colours and ideas to appeal to an audience, that is then presented with a final piece.						
			<b>Timeline</b>	<b>Term 1 - 7 Weeks</b>	<b>Term 2 - 7 Weeks</b>	<b>Term 3 - 7 Weeks</b>	<b>Term 4 - 6 Weeks</b>	<b>Term 5 - 5 Weeks</b>	<b>Term 6 - 6 Weeks</b>
	<b>Year Overview</b>		Year 10 - Graphic Communication basics. Pupils will follow 2 mini projects around visual advertsing and logo design. They will the start a sustained project that leads into year 11 around Promotion and Merchandise. This will account for 60% of their final grade.						
	<b>Implementation (Year 10)</b>		<b>SOW</b>	<b>Graphic Communication Basics</b>	<b>Digital Advertisement</b>			<b>Promotion and Merchandise</b>	
			<b>Assessment Type &amp; Unit Focus</b>	Content and skills: Designing and thumbnailing techniques Basic composition and layout Colour theory within design Artist research Digital editing, using Graphics tablets. Being able to follow a project brief. Presentation and analysis	Content and skills: Basic 2D shapes on Photoshop Logo design analysis Creating Own logos for a company Artist research Following a project brief Basic editing techniques on Photoshop Artist research analyse of images Advanced Photoshop editing techniques Selecting and evaluating best designs Development of a final outcome			Content and skills: Analysis of Merchandise Research of advertising and posters Use of Typography and layout Mockups of Merchandise Following a brief and designing. Advanced Photoshop techniques Learning how to create and build their own Typography.	
		<b>All work links to the AQA assessment objectives:</b> AO1: Develop ideas through investigations, demonstrating critical understanding of sources. AO2: Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes. AO3: Record ideas, observations and insights relevant to intentions as work progresses. AO4: Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.							

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		Timeline	Term 1 - 7 Weeks	Term 2 - 7 Weeks	Term 3 - 7 Weeks	Term 4 - 6 Weeks	Term 5 - 5 Weeks	Term 6 - 6 Weeks	
Implementation (Year 11)	<b>Year Overview</b>	In the first term the students will complete a final coursework project This will be submitted alongside their year 10 work as Component 1 (60%). The students will start their exam unit in January, this is Component 2 (40%) where the students will produce personal work in response to one of eight externally set starting points. The set task is equivalent to an exam but in the form of an independent project. After a set period of preparatory work pupils will have 10 hours to create their final pieces							
	<b>SOW</b>	<b>Promotion and Merchandise</b>			<b>Promotion and Merchandise</b>		<b>Exam Unit</b>		
	<b>Assessment Type &amp; Unit Focus</b>	Content and skills: Artist comparisons Final outcomes Evaluation Planning pages for developing final piece ideas Creating outcomes which fulfil intentions Evaluating final outcomes.			Content and skills: Mood and Atmosphere for an audience Layout and composition Advertisement and Typography Taking own photographs Final piece edits Exploring layout and composition for appealing to an audience Planning experimentation edits and combining editing skills and styles Using advanced editing techniques Being able to present work to an audience, through Promotion pitch.		Content and skills: Artist research Experimentation edits Installations and displays research Final piece planning and final exam Independently exploring ideas for new project Artist research analyses and visual research Planning experimentation through using their strongest skills. Combining editing skills and styles Creating outcomes which fulfil intentions		
	<b>Topic Texts</b>	GCSE assessment objectives: Development of ideas through investigations, demonstrating critical understanding of sources Refinement of work by exploring ideas, selecting and experimenting Recording ideas, observations and insights relevant to intentions Present a meaningful personal response							
		Thinking with Type - Book by Ellen Lupton Designing Brand Identity -Alina Wheeler A Designer's Art - Paul Rand							
Impact	<b>Year Tracking</b>	Yr 10 RP1:	Yr 10 RP2:	Yr 10 RP3: Yr 10 RP4: PPE	Yr 11 RP1: Yr 11 RP2: PPE	Yr 11 RP3:	Yr 11 RP4:		
	<b>literacy and Numeracy links</b>	Literacy: Researching on the internet and studying from books, magazines, galleries and websites is essential for GCSE Graphic Communication. Students must be able express their own thoughts, opinions, ideas, demonstrate planning and evaluate photos (their own and other photographers) in their written work. Numeracy: Students use numbers and values in editing software.							
	<b>How It is Used / Skills Set Developed / Outcomes</b>	Research skills and analysis skills - research and analysis of Graphic design Creativity - creating a personal reponse through use of photoshop and editing media Independent skills - independent exploration of ideas Experimental skills - experimenting and combining ideas and materials Fully realising their intentions (produce personal work in response to one of eight starting points) Develop a final piece - to explore a project from starting ideas through to final outcome							
	<b>Links to Higher Education</b>	Students will have achieved a GCSE in Graphic communication and will be able to apply this to any arts based KS5 qualifications. Students will be able to use the skills gained in Graphics to improve any future work based on Illustration, design, presentation, graphics, project based skills or digital media. Students will be able to go on to study Graphics or another creative A Level, BTEC art and design course and the skills learnt in their GCSE course will apply to further higher education studies, e.g. creative and media based university courses. Students will have created a portfolio of work which can be used when applying for courses post GCSEs.							
	<b>Careers in the Curriculum</b>	Studying a Design related degree at university will enable career opportunities including: animator, creative director, designer, director, editor, graphic designer, illustrator, lecturer, museum curator, (advertising / press & editorial / product / commercial / fine art) and teacher.							