

Key Stage 4: What will I learn about in Graphic Design?

Q3, EQ:
How can I achieve grade 9 success?

Key Concepts:

Interpretation, composition, expression, boundaries, genre, visual culture.

Exam unit preparation: design solution folder and creation of 10 hour sustained work. Creation of digital portfolio and physical folder ready for external moderation.

FE and HE education.



Q1, EQ:
How can I consolidate and refine my CW outcomes to achieve original and insightful outcomes.

Key Concepts:

Narrative, Expression, Boundaries, Genre.

Developing specialisms: new brief based on students expertise. Choice of approaches to match skills and interests. Tutorials supports personal progress. Hand in all CW.

Evidence of advertising, logo design, website design, info graphics, poster/billboard design, livery, packaging, concept design, publishing, illustration, type design and innovation.

Q2, EQ:
How do i ensure I respond with intelligence, insight and creativity?
Key Concepts:
Audience, Innovation, Style, Visual Culture.

ESA unit



Application of subject knowledge to set advertising mini brief. Outcomes developed using an interdisciplinary approach, connecting craft and design with digital techniques.

External unit (40%) launch: design folder and preparation of outcomes.

Introduction to major design brief: Branding and creation of merchandise using digital skills and design technologies.

Development of ideas and outcomes for personal design brief.

Completion of major coursework unit, presentation of folder and digital folder.

Q2

Q3

Q4

Q1



Q2, EQ: How can I connect subject knowledge, concept, processes and materials to achieve a personal outcome?
Key Concepts: Style, inter-ration, representation, visual culture

Q3, EQ: How can the principles of design support the development of my personal outcomes?
Key Concepts: Boundaries, innovation, composition, Audience.

Intro. About how we communicate through graphic design? Experimentation with typography, photography, printmaking methods and digital editing. Research of designers and responses to their approaches.

Q1, EQ:
What makes an effective design?
Key Concepts:
Genre, expression, visual culture, communication

Q 4, EQ:
How can a I achieve grade 9 success?
Key Concepts:
Narrative, presentation, Audience, Communication.

Year 9: What will I learn about in Graphic Design ?

Other Arts, Design, Craft and IT based GCSE's /level 2 qualifications

End of Year Creative Arts exhibition



Launch of Inter-ARTS endorsement project brief, culminating in an external exhibition.

Q4, EQ:

How can I present and exhibit my outcomes in a creative and innovative way?

Key Concepts:

Communication, presentation, audience

Preparation of presentation of outcomes for external moderation.

Q4

Developing annotation skills and applying subject specific terminology.

Working towards completion of design folder ready for moderation: Digital and physical folder required.



Q3

Creation and presentation of outcomes.

Q3, EQ:

How can I ensure success throughout my coursework folder?

Key Concepts:

Composition, presentation, interpretation, visual culture, style.

Investigating branding, advertising, logo design, campaigns, illustration, photography, typography, slogans, digital graphics, ADOBE apps, environmental graphics, interior design, architecture.

Q2

Refining ideas and development of more insightful outcomes using traditional and digital approaches. Applying principles of design, using broad range of approaches to communicate an idea/concept/brand. Using design technologies to produce merchandise and prototypes.

Q2, EQ:

How can I successfully communicate through my design folder?

Key Concepts:

Narrative, Expression, interpretation, Boundaries.

Exploring the CW Theme. Developing ideas through materials and tools experimentation: connecting designers research with own initial ideas and practices in design, photography, illustration, branding and advertising. Learning subject terminology.

Q1

Q1, EQ:

How is identity affected by a social, political and economic context?

Key Concepts:

Composition, Genre, Style, Visual Culture