Graphic Design

	Year 10	Year 11
Autumn 1	**Unit 1 - Introduction to graphic design** Develop an understanding of the components of graphic design. Working with physical and/or digital materials and techniques. **Colour** Colour theory (primary, secondary, tertiary, complementary) Colour association, eg colours associated with brands, colours associated with environmental issues, colours associated with mood/ambiance.	**Unit 02 - Graphic design practice** Explore design disciplines, examine the work of recognised designers and use their understanding of design components to identify successful design practice. Choose one discipline, select some work by a recognised designer in that discipline and create a piece of graphic design, taking inspiration from research and using components found in the work of their chosen designer. Research and choose a discipline from the following list: ● illustration eg comic strip, hand-drawn animation, fine art illustration ● advertising graphics eg point of sale (POS), leaflets, posters, websites, flyers etc ● branding and corporate identity eg logos ● packaging graphics ● typography ● communication graphics Understand the work of recognised graphic designer/company in chosen discipline ● examples of design practice in a chosen discipline ● recognised graphic designers in a chosen discipline ● the characteristics of design practice Produce a graphic design inspired by the work of a chosen graphic designer Demonstrate use of: ● technical skills ● processes ● techniques ● equipment ● material ● composition Review, evaluate: ● how their design reflects the work of the graphic designer ● their technical skills ● their use of graphic design components ● ways of improving
Autumn 2	**Tone** (contrast, shade) The use of tone gradients The use of tone to provide contrast and definition. **Line** (different types) The use of line to create expression or emphasis within graphic design Line as a device to order and define space. **Composition** (layout, proportion, balance, shape)	
Spring 1	The relationship between shape, form and space The placing of components within the space and the flow of information within the design, etc. **Typography** (typesetting, fonts, letterforms) the choice of typeface/font and its visual qualities, the visual qualities should relate to the subject of the design and communicate the desired characteristics. Typesetting is the physical or digital composition and legibility of text. The characteristics of fonts include serif, sans serif, bold, italic, etc. The characteristics of individually designed letterforms include: shape, pattern, colour, negative/positive imagery The visual qualities of typesetting, of a chosen typeface/font or of individually designed **Imagery** Subject and narrative imagery The inclusion of pictorial or symbolic elements within design. Symbols which have an established understanding among the public. **Review** The visual impact of their experiments The choices made during their experiments	

	Unit 3 -Responding to a graphic design	Unit 04 - Graphic design portfolio

S p r i n g 2	Analyse the requirement of a graphic design brief. Understand the requirements and develop some possible ideas to meet the brief. Develop an idea and present a final graphic design. Review how the final product has met the brief.
	Analyse the Brief
	Experiment and develop ideas to meet the brief.
	Produce a final design considering the following;
	Use of materials and application of processes
	   ● physical - proficient control of investigation and command of materials/processes
	   ● digital - proficient control of digital manipulation and command of digital tools
	The effective use of resources, characterised by
	   ● planning a graphic design activity
	   ● considering the most efficient use of technology
	   ● anticipating difficulties
	   ● avoiding waste.
	Review how they met the brief by evaluating:
	   ● the final outcome
	   ● the purpose and impact of the graphic design
	   ● effective use of resources
	   ● what went well and not so well
		Explore working in the graphic design industry
		Looking at different ways to present work to understand different types of portfolio. Design and create a portfolio and review how the portfolio presents skills as a graphic designer.
		Understand working in the graphic design industry
		   ● the range of employment opportunities in graphic design
		   ● entry and progression routes
		   ● ways to present and promote work
		   ● the characteristics of digital and physical portfolios
		Produce a graphic design portfolio demonstrating
		   ● breadth of work
		   ● editing and selection of work
		   ● selection of format
		   ● presentation skills
		   ● reasons for choice
		Review skills as a graphic designer by evaluating
		   ● strengths and weaknesses
		   ● technical skills
		   ● creative responses
		   ● presentation skills

S u m m e r 1		Exam preparation How the exam is assessed 10 hour Practice exam Review and analyse practice exam

Summer 2		