

# SUBJECT: Graphic Communications



## KS4 CURRICULUM PLAN

KS3 Knowledge and key skills

YEAR 10	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
TOPIC	TOYS/GIFTWRAP	TOY/GIFTWRAP	TOYS/GIFTWRAP	TOYS/GIFTWRAP	VINTAGE CAFE	VINTAGE CAFE
<b>Knowledge</b>	Make recorded observations of toys, from different eras, genders and toy types. Record in photographic form and through drawing, developing a knowledge of tonal shading, mark making, colour, composition and scale. Gain an insight into styles of giftwrap and complimentary giftware as well as types of pattern.	Explore and understand the working methods of designers and illustrators who have used the theme of toys to inform their outcomes and those who have designed gift wrap and packaging. Understand how their work can be used to develop own ideas	Working from photographs and secondary source material, gain an knowledge of the properties of different materials, through experimentation. Research target audience and how their needs impact upon design. Explore different existing products and analyse to determine how these designs might inform student outcomes	Drawing upon research around the theme of toys as well as artistic influences, students will develop initial ideas (thumbnails) for giftwrap and a giftbag. They will consider their target audience and the suitability of their designs as potential outcomes.	Make recorded observations of cafe inspired imagery. The theme for the second of the two coursework units will be advertisig for a vintage styled cafe . Students will develop an understanding of line, tone, colour and composition as well as typographical styles	Gain an understanding of the working techniques and style of suitable graphic designers and typographer. Research afternoon tea and existing vintage cafes and their promotional material. Knowledge of how to apply this research to design ideas
<b>Skills</b>	Record ideas, observations, insights and information through drawing/painting/print making/ digital media using a range of materials, techniques and processes. Gaining an understanding of how to record in photographic form as well as through analysis using subject specific vocabulary.	Investigate the work of relevant designers and illustrators, record ideas and gain an insight into a range of presentation techniques. Use and experiment with the artistic styles, techniques, media and methods used by artists	Throughout the process of media experiments, students will gain practical skills and analytical skills, evaluating their work as it progresses, outlining how these drawings and working methods might influence design decisions.	Learn the process of brainstorming a range of ideas linked to research/target audience before selecting the most appropriate ideas and refine and develop further to realize intentions. Evaluate outcomes, and skillfully using digital media to apply designs to other giftware products.	Record ideas, observations, insights and information through drawing/painting/print/collage/ digital media. Working from still life, recording from observation through drawing and photography	Investigate the work of artists and designers, using their methods/techniques. Record ideas and gain an insight into a range of presentation techniques.
<b>Key Vocab</b>	OBSERVATION, FORMAL ELEMENTS, EXPLORE, PRIMARY SOURCE	INVESTIGATE, PRESENTATION	CRITICAL REFLECTION	PERSONAL RESPONSE, EVALUATION, IDEA DEVELOPMENT	OBSERVATIONS, RECORDING	CRITICAL REFLECTION

YEAR 11	SUMMER 2	SUMMER 1	SPRING 2	SPRING 1	AUTUMN 2	AUTUMN 1
TOPIC		CONTROLLED ASSIGNMENT	CONTROLLED ASSIGNMENT	CONTROLLED ASSIGNMENT	VINTAGE CAFÉ	VINTAGE CAFE
<b>Knowledge</b>		Final Controlled assessment (10 hour exam) Students will use their preparation work to influence their final outcome	Students will research their chosen theme and gain knowledge and understanding of their subject as well as existing products. They will select suitable artists and designers and research their work to gain knowledge of technique, drawing skills and stylistic approach	Controlled assignment. Students will select their question from the exam paper and research the theme, appropriate artists and designers before developing design ideas.	Examine target audience preferences. Develop an understanding of how to use target audience knowledge and criteria to influence design ideas. Analyse work as it progresses	Gain an insight into key features of existing promotional material. Analyse use of typographical styles, composition, colour, style of drawing, space, technique. Analyse logo ideas, packaging, posters. Identify and select key artistic features which may inform design ideas
<b>Skills</b>		Develop a refined personal response to chosen controlled assignment question using skills developed in the preparation work	Develop and refine ideas informed by contextual research. Analyse own and others work as it progresses using subject specific art vocabulary	Present research and analyse work as it unfolds using art specific vocabulary	Refine their ideas throughout the processes through experimenting with media, materials, techniques and processes. This will include digital manipulations of ideas and mixed media responses. Create a personal response.	Develop ideas through investigations informed by selecting and critically analysing sources. Use others' works as a starting point for developing their own personal response to the theme 'Vintage Cafe'
<b>Key Vocab</b>		PERSONAL RESPONSE, REFINED, INFORMED	ART VOCABULARY E.G COMPOSITION, COLOUR, SHAPE, TONE, SHADE ETC.	RESEARCH, IDEA MANIPULATION, SELECT	REFINEMENT, PERSEONAL RESPONSE	IDEA DEVELOPMENT, SUSTAINED, FOCUSED

Key Knowledge Transfer