

NCFE LEVEL 1/2 TECHNICAL AWARD - GRAPHIC DESIGN

Lesson	Unit	Year 10	Scheme of Work reference	Activity	Assessment	Homework	
Introduction		Introduction to Year 10 Graphic Design		Introductory Task EA and NEA. Key Terms.		Folder and Equipment	
1.1.	Content area 1: Components of graphic design	Components of graphic design: LINE	1: The use of line in graphic design	Types of line The use of line	Heads down thumbs up	Collect 2 pieces of advertising materials - Explain in detail how the designer has used line to create the design and what's its purpose.	
1.2.			2: Emphasis	Types of line Thick and thin line Enhancement	Q&A / Visual Check / SA	Drawing 3D shapes- add definition and boundary line and add an enhancement aura	
1.3.		Components of graphic design: COLOUR	3: The use of colour in graphic design	Colour theory The colour wheel Tone and shade	Think - pair - share/ Add definitions / Group discussion	Using magazines, newspapers tissue paper etc to make a colour collage that represents how you are feeling at the time.	
1.4.			4: The use of colour in graphic design	Colour theory Complementary colours Colour Schemes Colour schemes and colour harmony	Knowledge check / Q&A / Visual Check / Pupil Evaluations / Group discussions	Complete mandala image using one of the colour schemes from today: Complementary / Analogous / Triadic/Split-complementary / Monochromatic / rectangular./ Tetradic	
1.5.			5: The use of colour in graphic design	Psychology of colours Meaning Symbolisms Moods and emotions	Self-marking / use of key terms / Q&A / Visual Check	Choose a colour and research how that colour is symbolised around the world.	
1.6.			6: Grouping colours	Sad Happy Comforting Energising	Check of prior learning / Visual checks / group discussion /	Watch this quick 7min video about colour as a quick recap of the last four lessons  Beginning Graphic Design: Color (gcfglobal.org)	
1.7.			Components of graphic design: COMPOSITION / TYPOGRAPHY / IMAGERY	7: Composition	Composition and layout 6 principles Proximity / White Space / Contrast	Knowledge check / Group discussions / Questions in workbook	find 3 examples of graphic design, explain how the designer has used - proximity, white space, contrast
1.8.				8: Alignment	Alignment/use of grids Visual weight/scale Repetition	Knowledge check / Group discussions / Visual check / Q&A	Start to collect a range of graphic design material:Posters / Tickets / Business cards / Letter heads / Interesting labels
1.9.		9: Hierarchy		Typography to create order Ranking text  Ways to achieve hierarchy	Q&A / Visual Check / Group discussion	Select a piece of graphic design work for example a magazine, web page, poster etc. Using the information covered analyse the graphic design work for its use of hierarchy.	
1.10.		10: Linking components			Q&A / Extended written piece	Research how companies use graphic design	
1.11.		MINI PROJECT	11: Mini Project Introduction	What is a flyer? Design Brief	Q&A	Collect photos or samples of interesting colours, images, typefaces that they come across, this could help inspire them in next lesson	
1.12.			12: Mini Project	Thinking about Colour	Class Discussion / Q&A / Visual Checks	Begin to collect or create a range of images that you could use on your events flyer.	
1.13.			13: Mini Project	Text Typography Visuals/initial ideas	Q&A / Visual Check	Complete project check and work up-to-date	
1.14.			14: Mini Project	Example flyers Final piece	Q&A / Visual Check	Create an information pages using colour, images and words about photoshop	
1.15.			15: Mini Project	Why do we evaluate? Evaluation Work submitted for review	Peer Evaluations / Extended written task / <b>Teacher final assessment</b>		
<b>October</b>							
1.16.	Content area 1: Components of graphic design	Components of graphic design:TONE	16: Tone	Techniques of tone Adding shade using a light source	Q & A Visual check	Create own shapes to practice shading techniques learnt in class.	
1.17.			17: Tone	Hatching Cross Hatching	Q & A Visual check	Find 2 objects in your home and use shading, hatching or cross hatching or stippling to create tone and make the image realistic. + Watch video to recap the last two lessons.	
1.18.		Components of graphic design: TYPOGRAPHY	18: Typography	Serif Sans Serif Display font styles	Q & A Visual check	Fill the sheet with different type styles you find that you like	
1.19.			19: Typography	Point Size Leading, tracking, kerning Font Combinations	Q & A Visual check Written Evaluation	On a sheet of A4, create as many different font styles as you can	
1.20.		Components of graphic design: IMAGERY	20: Imagery	Image sources Definition for imagery Four types of imagery	Q & A Visual check Written Definition Factfile	Create an illustration for one of the following statements: Idea / Excitement / Sadness / Mythical	

1.21.			21: Imagery	Crop, Recolour, Reshape symbols The importance of imagery Raster and Pixel images Mono and Lino printing	Q & A Visual check	Watch the provided videos to embed todays learning
1.22.			22: Visual Language	Graphic design in the world and society Communication, Social Awareness, Inclusivity Inspiration and Experimentation	Q & A Visual check Application Written	Use magazines and newspapers to create your own piece of visual graphics using typography
1.23.		Components of graphic design	23: Graphic Design in principle	Graphic Design in principle Visual Language, Rhythm, Balance Analysis of graphic design using exemplar products	Q & A Visual check Application Written	Complete a short paragraph with images to explain what Adobe illustrator is, what it can be used for and who uses it.
1.24.			24: Mini Project 2	Choose design brief Disassembly Mindmap	Q & A Visual check Class Discussion Written	Collect images or samples of any colours, images, typefaces that you find that you could use in your design work
1.25.		MINI PROJECT	25: Mini Project	Clients Needs Inspiration Boards Primary Research / Questionnaire	Q & A Visual check	Collect results for questionnaire.
1.26.			26: Mini Project	Choose colours Create own imagery Visuals/initial ideas	Q & A Visual check	Completion of initial ideas and any outstanding work
1.27.			27: Mini Project	Text and type faces Typography Visuals/initial ideas	Q & A Visual check	Completion of initial ideas and any outstanding work
1.28.			28: Mini Project	Completion of making - final piece/s Photograph/scan evidence of progress	Q & A Visual check Visual Assessment	Completion of ifinal outcome/s and any outstanding work
1.29.			29: Mini Project	Completion of making - final piece/s Photograph/scan evidence of progress	Q & A Visual check Visual Assessment	Completion of ifinal outcome/s and any outstanding work
1.30.			30: Mini Project	Peer Assessment Evaluation - against brief, client/target audience / graphic design components Work submitted for review	Peer Evaluations / Extended written task / <b>Teacher final assessment</b>	Choose research into one job role that you can access once you're a qualified graphic designer
Christmas						
Christmas						
2.1.	Content area 2: Work of graphic designers	Work of Graphic Designers	1 Types of graphic design work	Visual Identity Logos Brand identity	Pair/whole class discussion / Evaluation / Extended written work / Visual check / Peer feedback	Create some examples of their favourite logo designs. Evaluate why they like these logos
2.2.			2 Packaging Design	Purposes of packaging Overpackaging	Class discussion / SA / PA	Recognize 2D nets and what they will look like in 3D by opening up examples of packaging to see how they unfold
2.3.			3 Marketing and advertising	Marketing and advertising methods Advertisement creation - Graphic Designer	Class discussion / SA / PA/Visual checks	Research and evaluate different adverts from magazines and newspapers
2.4.			4 Layout and print (publication)	Print publications, layout and composition Publication artwork - elements Creation of 'scamps' design ideas	Class discussion / SA / PA/Visual checks	Research book covers and what you like or dislike about them. Create some quick scamp designs of layouts for publications and add crop marks and bleed to remember those
2.5.			5 Environmental	Environmental graphics - exhibitions and events Museum signage design task Flow chart (gantt chart) for time planning	Class discussion and recall / SA / PA/Visual checks	Review in your work book a museums website design. Is it attractive, informative and inclusive to a wide audience?
2.6.			6 Illustration	Illustrators and Illustration Illustration techniques - hand and digital Qualities required	Class discussion and recall / SA / PA/Reflective questioning	Research and evaluate different styles of illustrations from magazines or packaging
2.7.			7 Typography	Typography - serif and sans serif Kerning, tracking and leading Creative task to illustrate different words	Class discussion and recall / SA / PA/Reflective questioning	Research different font styles. Interpret a letter from a standard font to make it a unique typestyle.
2.8.			8 Employment opportunities in graphic design	Graphic Designer / Artworker / Creative Director Advertising Director / Animator / Illustrator / Concept Artist Job application	Class discussion and recall / SA / PA/Reflective questioning	Research different graphic design careers. Create a letter headfor future job applications.
2.9.			9 Employment oportunities industry	Graphic Design agencies vs Freelance vs In-House Look at Case Studies Job sectors and skill sets - own interest	Class discussion and recall / SA / PA/Reflective questioning	Research different graphic companies to help understand which careers might suit
2.10.			10 Employment opportunities in graphic design	Graphic Design sectors recap Employment Opportunities - choose one sector End of unit Quiz	Class discussion and recall / SA / PA/Unit quiz/ Progress check	Research different graphic design sectors and the work produced to help understand which careers might suit
February						
3.1.	Content area 3: Requirements of	Requirements of a Graphic Design Brief	1 Types of graphic design briefs	Research and provide examples for different types of design briefs		Read the design situation in workbook and create a design brief for it.

	<b>a graphic design brief</b>					
<b>3.2.</b>			2 Graphic design brief requirements	Research and identify different types of clients	Q&A. Class Discussion	Find and annotate an example of an existing design brief online.
<b>3.3.</b>			3 Constraints of the design brief	Social Moral Cultural Personal Economic Political Trademarks Copyright Patents	Written answers Q & A sessions Think, pair, share Class discussions Extended writing piece	Find and annotate image examples of patents, trademarks, copyright
<b>3.4.</b>			4 Target Audience	Demographics Consumer Profiles	Q & A sessions Research tasks	Create a template for a design brief template sheet
<b>3.5.</b>			5 Research and Analysis	Competitor Research Design Trends	Q & A Written record in workbook Group feedback	Collect the name and the logo for a café / restaurant in their local area
<b>3.6.</b>			6 Mini Project - Introduction <i>Group work</i>	Brainstorm the 'Taste Kitchen' design brief	Q & A Verbal checking Recap of prior learning of 3.1	Create a mood board of existing merchandise offered by restaurants / cafes.
<b>3.7.</b>			7 Target Audience <i>Group work</i>	Brainstorm - Research methods Demographics and Psychographics of chosen Target Marjet Create Questionnaire	Q & A Recap existing learning Group work	Target market to complete questionnaire
<b>3.8.</b>			8 Research <i>Group work</i>	Portfolio - design decisions for presentation Job Allocation: <i>Client profile worksheet:Existing product research:Existing logo research:</i>	Q & A Written Group work Reflective writing	Complete any outstanding work
<b>3.9.</b>			9 Imagery <i>Group work</i>	Creating a logo Brand Brainstorm - Define your message Think about imagery	Visual Checks Q & A	Complete any outstanding work Think about colours for logos
<b>3.10.</b>			10 Colour and Typography <i>Group work</i>	Colour Palette Deciding on a style of logo - typography	Visual Checks Q & A	Begin to create a presentation of your work so far to deliver to Taste Kitchen
<b>3.11.</b>			11 Development <i>Group work</i>	Presentation ideas Presentation examples Development	Visual Checks	Complete any outstanding work Update presentation with any new work
<b>3.12.</b>			12 Manufacturing 1 <i>Group work</i>	Develop 3 chosen logos using CAD Manufacture merchandise ideas <i>Evidence progress in Presentation for Taste Kitchen</i>	Visual Checks Q & A Portfolio work Production of final products	Complete any outstanding work Begin to evaluate how effectively you have used your time
<b>3.13.</b>			13 Manufacturing 2 <i>Group work</i>	Continue to develop 3 chosen logos using CAD Continue to manufacture merchandise ideas <i>Evidence progress in Presentation for Taste Kitchen</i>	Visual Checks Q & A Portfolio work Production of final products	Complete any outstanding work Begin to evaluate how effectively you have used your time
<b>3.14.</b>			14 Presentation <i>Group work</i>	Presentation techniques Top tips for presenting <i>Group presentations - Peer Assessments</i>	Presentations PA	Use Peer Feedback to explain how you would develop your logo further. Sketch a new/developed idea.
<b>3.15.</b>			15 Evaluation <i>Group work</i>	Evaluation questions	Q & A Self and Peer Evaluation Group Discussions	Watch the provided video link about typography, to gain a deeper understanding of the importance of typography in the world.
<b>Easter</b>						
<b>Easter</b>						
<b>4.1.</b>	<b>Content area 4: Planning, development and experimentation</b>	Planning, development and experimentation	1 Planning and development process	Planning 'Utopia' design brief Mind map	Class discussion and recall Practical and annotation Peer feedback Q & A	1. Create a list of all the aspects you might need to consider for your project. 2. Generate some initial research into famous graphic designers you like.
<b>4.2.</b>			2 Planning and development process	Planning Why do we need to plan? Flow chart or gantt chart for planning the project	Class discussion and recall Q & A Peer feedback Visual checks	Research graphic designers and their work in design books or in the internet search engines or apps like Pinterest to find styles that you like and inspire ideas.
<b>4.3.</b>			3 Planning and development process	Planning Initial Sketches	Class discussion and recall Q & A Practical activity Visual checks Peer assessment	1. Sketch some more initial thoughts on logo ideas. 2. Collect some good examples of poster designs you like.
<b>4.4.</b>			4 Planning and development process	Planning Effective and inspiring research Logos and Posters	Class discussion and recall Q & A Research activity + PA Visual checks	Visit: To see inspiration for logo design work: <a href="http://www.creativebloq.com">www.creativebloq.com</a> and search 'Where to find logo design inspiration'
<b>4.5.</b>			5 Planning and development process	Development Developing design work Developing designs using research	Class discussion and recall Q & A Practical activity + feedback Visual checks	1. Identify good examples of typography in logo designs. 2. List some next steps for you to progress your design work further.
<b>4.6.</b>			6 Planning and development	Design development recap The design principles  Which one do you prefer?	Class discussion and recall Q & A Practical activity + reflection Visual checks	1. Collect good examples use of the graphic design principles. 2. Question what makes a good poster design.
<b>4.7.</b>			7 Planning, development and experimentation	Development	Class discussion and recall Q & A	1. Collect good examples use of the 6 graphic components.

				Design principles recap The 6 graphic components	Self Assessment Visual checks	2. Research what design styles are in fashion at the moment.
4.8.			8 Planning, development and experimentation	Development Techniques	Class discussion and recall Q & A Peer Feedback	1. Practice a technical skill of your choice. 2. Research a technical skill you identified as a weakness.
4.9.			9 Planning, development and experimentation	Properties. Colour meanings. Colour swatches Standard paper sizes Adding bleed to artwork	Class discussion and recall Q & A Practical activities Visual checks	1. Research current colour fashions and trends. 2. Memorize the main paper sizes.
4.10.			10 Planning, development and experimentation	PC equipment skills: Scanning Using a graphics tablet	Class discussion and recall Q & A Practical activities Visual checks	1. Practice going through the process of scanning. 2. Understand what settings you should chose when scanning.
4.11.			11 Planning, development and experimentation	Experimentation Hand tools & techniques	Class discussion and recall Q & A Practical activities Visual checks	1. Practice using hand tools you have available to develop skills. 2. Understand what papers you should chose when using hand tools.
4.12.			12 Planning, development and experimentation	Experimentation Raster vs Vector and Digital software Digital logo/imagery designs for 'Graphic Design Imprint'	Class discussion and recall Q & A Practical activities Visual checks	1. Practice using software tools you have available to develop skills. 2. Locate useful sources of research for learning software techniques and tools.
4.13.			13 Planning, development and experimentation	Experimentation Types of paint/inks and tools Colour/techniques	Class discussion and recall Q & A Practical activities Visual checks	1. Practice using colour application tools you have available to develop skills. 2. Locate useful sources of research for learning colour techniques.
4.14.			14 Planning, development and experimentation	Experimentation Drawing on a computer - CAD Designing a stencil	Class discussion and recall Q & A Practical activities Visual checks	1. Practice using tools available to create stencils and develop technical skills. 2. Locate useful sources of research for learning stencilling techniques.
4.15.			15 Planning, development and experimentation	Experimentation Printing history and printing methods	Class discussion and recall Q & A Practical activities Visual checks	1. Research printing uses in graphic design work. 2. Collect or illustrate some examples of printing use.
4.16.			16 Planning, development and experimentation	Experimentation Photography in Graphic Design Manipulating images	Class discussion and recall Q & A Practical activities Visual checks	1. Research some famous photographers and their work. 2. Explain some composition rules for photography like the rule of thirds or the golden ratio.
4.17.			17 Planning, development and experimentation	Experimentation Gradients - hand Patterns	Class discussion and recall Q & A Practical activities Visual checks	1. Research some famous pattern designers and their work. 2. Identify examples of graphic design work that use gradients.
4.18.			18 Planning, development and experimentation	Experimentation Gradients - digital Pattern analysis	Class discussion and recall Q & A Practical activities Visual checks	1. Research different uses of digital gradients in illustration work. 2. Identify examples of graphic design work that use patterns.
<b>Whitsun</b>						
4.19.	<b>Content area 4: Planning, development and experimentation</b>	Planning, development and experimentation	19 Planning, development and experimentation	Development - Recap brief 'Graphic Design Imprint' Collect research	Class discussion and recall Q & A Research activities Visual checks	1. Collect additional research examples of famous graphic designers work. 2. Analyse how the style could be utilised as an influence in the project brief.
4.20.			20 Planning, development and experimentation	Development Initial Ideas - coasters Developing ideas	Class discussion and recall Q & A Practical design activities Visual checks	1. Identify good examples of coaster designs and note the key elements in them. 2. List some next steps for you to progress your design work further.
4.21.			21 Planning, development and experimentation	Development - review time plan Initial Ideas - coasters packaging Developing ideas	Class discussion and recall Q & A Practical design activities Visual checks	1. Identify good examples of packaging designs. 2. List some ways in which your research my influence your design ideas.
4.22.			22 Planning, development and experimentation	Development - review techniques Initial Ideas - Poster artwork Developing ideas	Class discussion and recall Q & A Practical design activities Visual checks	1. Explain what went well and what could have gone better when creating your poster artwork. 2. Prepare thoughts on how you will create your final coasters and packaging
4.23.			23 Planning, development and experimentation	Development Preparation of techniques Generate final poster artwork	Class discussion and recall Q & A Practical design activities Visual checks	1. Explain what you have learnt from generating your poster artwork. 2. Prepare next steps for your coaster artwork.
4.24.			24 Planning, development and experimentation	Development Preparation of techniques Generate final coaster artwork	Class discussion and recall Q & A Practical design activities Visual checks	1. Explain what you have learnt from generating your coaster artwork. 2. Prepare next steps for your coaster packaging design.
4.25.			25 Planning, development and experimentation	Development - review time plan Refined Ideas - coasters packaging Developing ideas	Class discussion and recall Q & A Practical design activities Visual checks	1. Explain what you have learnt from generating your packaging design ideas. 2. Prepare next steps for making your coaster packaging.
4.26.			26 Planning, development and experimentation	Development Final packaging net and artwork	Class discussion and recall Q & A Practical design	1. Explain what you have learnt through creating your packaging artwork. 2. Prepare next steps for

				activities Visual checks	making your coaster packaging.
<b>4.27.</b>		27 Planning, development and experimentation	Development Final packaging net and artwork	Class discussion and recall Q & A Practical design activities Visual checks	1. Review what you have learnt through creating your packaging artwork. 2. Prepare next steps for completing your project.
<b>4.28.</b>		28 Planning, development and experimentation	Development Re-read brief - client requirements  Self-reflection	Class discussion and recall Q & A Evaluation activities Visual checks	1. Review what you have learnt throughout the project and explain what key things you have learnt and will improve on next time you do a project. 2. Prepare for your presentation. Consider how you will present and what you would like to say about your work.
<b>4.29.</b>		29 Planning, development and experimentation	Presenting work - Recap of the brief Prepare a presentation Write a presentation pitch	Class discussion and recall Q & A Presentation activities Visual checks	1. Identify ways to improve your weaker aspects of presentation. 2. Study other people and how they present to gain ideas and strategies.
<b>4.30.</b>		30 Planning, development and experimentation	Evaluating work - Recap of the brief Evaluate work formatively, identify strengths and weaknesses Self-reflection	Class discussion and recall Q & A Evaluation activities Visual checks	1. Identify ways to improve your weaker aspects of the project. 2. List some next steps for you to progress your design work further.
		<b>Enrichment Week</b>			
		Review of the year Preparation for Year 11			

*Lessons may differ slightly depending on Week 1/2 & number of lessons in each*