


Department	ART AND DESIGN: GRAPHIC COMMUNICATION	 HeathPark EVERY PUPIL ALWAYS IN FOCUS
Key Stage	KEY STAGE 5 – Year 12	
Course Level	A LEVEL	
Exam Board	OCR	

Dates Delivered	Unit Title	End Points	Substantive Knowledge What will they learn about in this topic?	Disciplinary Knowledge What subject concepts will be developed through this topic?	Assessment Method	Key Course Guides & Reading
Autumn 1	Advertising	Design Brief: Your Client wants you to brand and advertise a new product	Design brief analysis	<ul style="list-style-type: none"> • What a design brief is • The role of a graphic designer • Identifying keywords and vocabulary 	Verbal and written feedback One to one tutorial Assessment books	Graphics knowledge book Department resources and PowerPoints.
			Advert analysis	<ul style="list-style-type: none"> • How we communicate with an audience • Formal elements: colour, design, layout, and image. • Design for purpose • Research and analysis 		
			Product analysis	<ul style="list-style-type: none"> • Purpose • Function • Formal elements 		
			Logo design	<ul style="list-style-type: none"> • Sketching • Drawing for purpose • Colour palette • Layout • Analysis of designs • Digital development 		
			Experiments	<ul style="list-style-type: none"> • Artist research and analysis • Responding using different materials, techniques, and processes. 		
			Design sketches	<ul style="list-style-type: none"> • Sketching • Drawing for purpose • Colour palette • Layout • Analysis of designs • Digital development 		

			Final piece	<ul style="list-style-type: none"> How to present a personal and meaningful response 				
Autumn 2	Illustration	DESIGN BRIEF To write and illustrate your own limerick which will be used to create a series of postcard designs.	Design brief	<ul style="list-style-type: none"> What a design brief is The role of a graphic designer Identifying keywords and vocabulary 	Verbal and written feedback	Graphics knowledge book		
			Illustration research	<ul style="list-style-type: none"> Where would you find an illustration What is the purpose of an illustration? Artist research and analysis Role of an illustrator 				
			Limerick research and writing	<ul style="list-style-type: none"> What is a limerick How a limerick should be structured Research and analysis 				
			Artist experiments	<ul style="list-style-type: none"> Exploring the style of different artists Working with different materials Analysing the artist's work. How to work in the style of an artist to create your own work. 			One to one tutorial	Department resources and PowerPoints.
			Postcard designs	<ul style="list-style-type: none"> Sketching Drawing for purpose Colour palette Layout Analysis of designs Digital development 			Assessment books	
			Final piece	<ul style="list-style-type: none"> How to present a personal and meaningful response 				
Spring 1	Packaging	Greggs would like to improve the companies packaging as it continues to offer a delivery and takeaway service. PART 1: You are required to design and create new packaging designs for ONE of its menu sections. PART 2: To encourage customers to order and have food delivered they	Design brief	<ul style="list-style-type: none"> What a design brief is The role of a graphic designer Identifying keywords and vocabulary 	Verbal and written feedback	Graphics knowledge book		
			Client research	<ul style="list-style-type: none"> How to research effectively Identifying key information Creative presentation techniques. 				
			Competitor research	<ul style="list-style-type: none"> How we communicate with an audience Formal elements: colour, design, layout, and image. Design for purpose Research and analysis 			One to one tutorial	
			Artist experiments	<ul style="list-style-type: none"> Exploring the style of different artists 			Assessment books	

		would like you to design a themed range of cakes or sandwiches. They will require packaging, a poster and gift		<ul style="list-style-type: none"> • Working with different materials • Analysing the artist's work. • How to work in the style of an artist to create your own work. 				
			Design ideas	<ul style="list-style-type: none"> • Sketching • Drawing for purpose • Colour palette • Layout • Analysis of designs • Digital development 				
			Team Pitch	<ul style="list-style-type: none"> • How to design a pitch • How to work collaboratively • Using PowerPoint • Presenting information 				
Spring 2	Architecture	DESIGN BRIEF: To design and create a double page spread for a <u>magazine</u> based on <u>architecture</u> in Wolverhampton.	Design brief	<ul style="list-style-type: none"> • What a design brief is • The role of a graphic designer • Identifying keywords and vocabulary 	Verbal and written feedback	Graphics knowledge book		
			Magazine glossary	<ul style="list-style-type: none"> • Identify key terms • Understand how editorial design works • Editorial design 				
			Exploring Architecture	<ul style="list-style-type: none"> • Key architectural movements • Identify different styles • Research and analysis • Creative presentation 				
			Photography	<ul style="list-style-type: none"> • Basic camera settings • Angles • lighting 			One to one tutorial	Department resources and PowerPoints.
			Indesign	<ul style="list-style-type: none"> • Key tools • Importing work • Layout • Bleeds • Composition 			Assessment books	
Responding to an artist	<ul style="list-style-type: none"> • Exploring the style of different artists • Working with different materials • Analysing the artist's work. • How to work in the style of an artist to create your own work. 							

			<ul style="list-style-type: none"> • Sketching • Drawing for purpose • Colour palette • Layout • Analysis of designs • Digital development 		
			<ul style="list-style-type: none"> • How to present a personal and meaningful response 		
Summer 1	Self-branding	DESIGN BRIEF: To promote yourself through the design of a personalised logo, business card and website.	<ul style="list-style-type: none"> • What a design brief is • The role of a graphic designer • Identifying keywords and vocabulary 	Verbal and written feedback One to one tutorial Assessment books	Graphics knowledge book Department resources and PowerPoints.
			<ul style="list-style-type: none"> • Sketching • Drawing for purpose • Colour palette • Layout • Analysis of designs • Digital development 		
			<ul style="list-style-type: none"> • Sketching • Drawing for purpose • Colour palette • Layout • Analysis of designs • Digital development 		
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