

Curriculum Learning Journey: Graphic Design

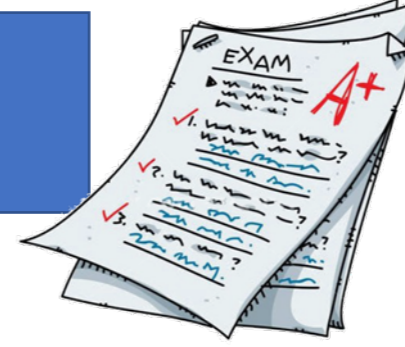
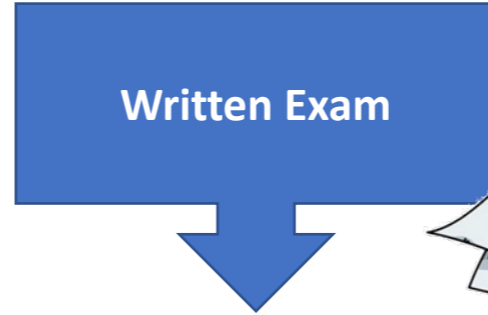


Graphic Design Essential Skills and Knowledge

This qualification focuses on an applied study of the graphic design sector and learners will gain a broad understanding and knowledge of working in the sector.

The design cycle, annotation of ideas, designing skills – 2D and 3D, freehand and CAD, forming critical judgements.

Project-based assessment. This will be graded by NCFE. This will assess the application of knowledge and skills acquired in year 10.

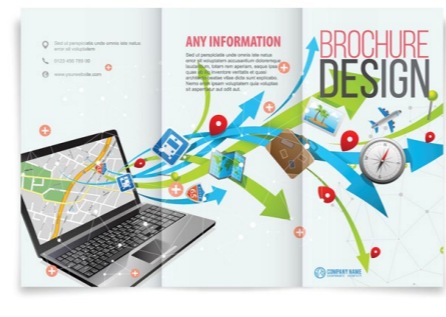
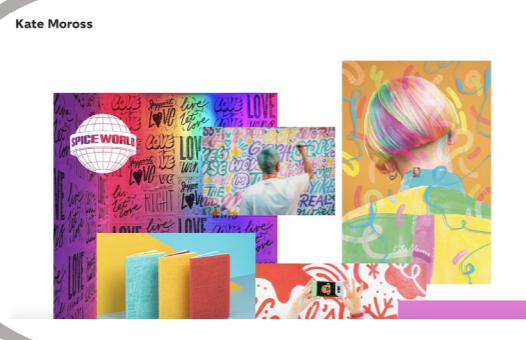


Key Stage 5 Further study and careers in:
Advertising art director.
Animator.
Artworker.
Concept artist.
Creative director.
Graphic designer.
Illustrator.
Games designer

Non Exam Assessment

YEAR 11

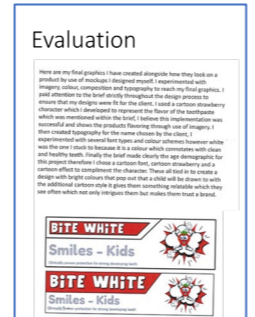
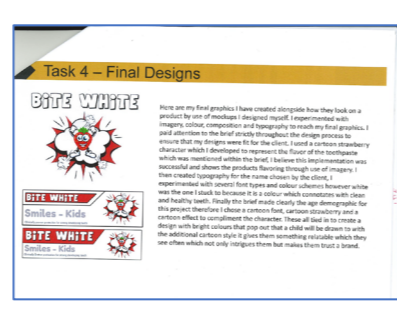
Key Stage 5



Learners will explore working in the graphic design industry, by looking at different ways to present work to understand different types of portfolio. They will then design and create their own portfolio and review how the portfolio presents their skills as a graphic designer.

Graphic design portfolio

Learners will analyse the requirement of a graphic design brief. They will understand the requirements and develop some possible ideas to meet the brief. The learner will further develop an idea and present their final graphic design. Finally, the learner will analyse their work and review how they have met the brief.

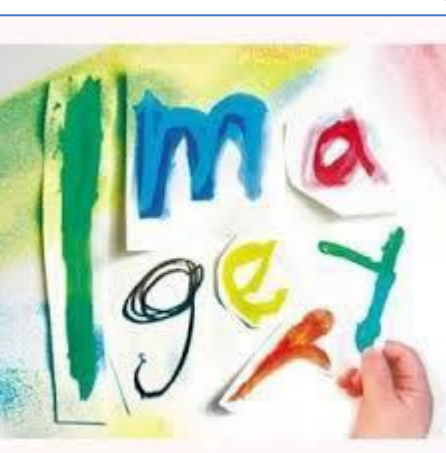


Responding to a graphic design brief

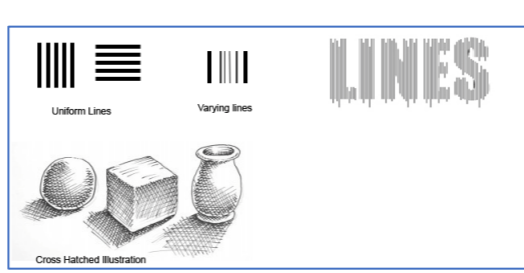
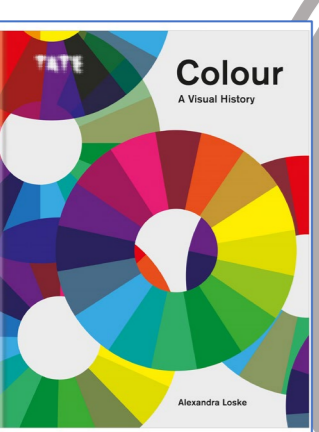


Learners will explore design disciplines, examine the work of recognised designers and use their understanding of design components to identify successful design practice. They will choose one discipline, select some work by a recognised designer in that discipline and create their own piece of graphic design, taking inspiration from their research and using components found in the work of their chosen designer.

Graphic design Practice



Learners will have evidence of experiments with all of the following components: colour, tone, line, composition, typography, use of imagery with evidence of communicating ideas.



Introduction to graphic design



The learner must know about:

- colour
- tone
- line
- composition
- typography
- imagery

Learners will develop an understanding of the components of graphic design. They will do this by working with physical and/or digital materials and techniques. The learner will be introduced to graphic design components through personal experimental work.

YEAR 10

Key Stage 4



Key Stage 3