

# Year 11 Graphic design Knowledge organiser Spring Term

## Topic: Unit 4 – graphic design portfolio

Knowledge: students learn what a portfolio is and show good examples, explore career paths in graphic design and present their best work in their own portfolio.

Skills: Analysis of the work of others, presentation skills, being discerning of quality design, being critical of their own work.

### LO1

Grading descriptors	Example
<b>Pass:</b> Describes relevant opportunities in the graphic design industry and how work is presented	Learners will describe a range (more than three) of examples of working in graphic industries, different types of presentation methods and promotional formats, and ways to present and promote their work.  There will be little evidence of how examples of working in the graphic design sector and presentation formats are linked.
<b>Merit:</b> Describes relevant opportunities in the graphic design industry and how work is presented, <u>and makes some links between them</u>	Learners will describe a range (more than three) of examples of working in graphic industries, different types of presentation methods and promotional formats, and ways to present and promote their work.  There will be some evidence of how examples of working in the graphic design sector and presentation formats are linked.
<b>Distinction:</b> Describes relevant opportunities in the graphic design industry and how work is presented and <u>explains how they are linked</u>	Learners will describe a range (more than three) of examples of working in graphic industries, different types of presentation methods and promotional formats, and ways to present and promote their work.  There will be an explanation of how examples of working in the graphic design sector and presentation formats are linked.

## Different types of Presentation methods

A digital portfolio could take different forms:

- a showreel,
- presentation, (e.g. powerpoint)
- interactive app,
- website,
- a cloud drive
- or folders on a USB drive
- Blogs and social media



Graphic designers often present their work in a Portfolio. A portfolio is a collection of your best work that is used to show to clients to demonstrate your ability and styles. For unit 4 you must compile all of the best work produced in year 10 and 11 and review your skills as a graphic designer.

### LO2

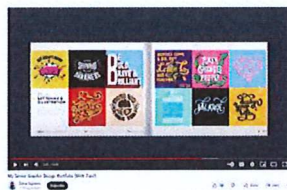
Delivery and assessment
In this LO the learner must produce a graphic design portfolio and demonstrate the following skills:
<b>Breadth of work</b> Learners must have a minimum of six completed pieces and/or experimental pieces to demonstrate their breadth of work and intentions as a graphic designer. Breadth would be indicated by a range of disciplines (eg typography, advertising, packaging) or by examples of ideas or interpretations of themes. Work may be selected from earlier units to be used if relevant to learner's intentions.
<b>Editing and selection</b> Learners should review their work, including experimental work, edit it by making adjustments to size, shape or resolution/finish, and make selections for the portfolio. These should be made on the basis of the effective presentation of graphic design skills.
<b>Selection of format</b> Learners should select and use the most appropriate format in which to display their work/intentions, eg digital/physical, interactive/static.
<b>Presentation skills</b> Learners should demonstrate skill in the effective presentation of their portfolio. Learners will not be credited for quantity of work but for the careful consideration and presentation of the work they have edited and selected.
<b>Reasons for choice</b> Learners will record why they have chosen specific pieces of work to include within the portfolio and what these show in relation to their graphic design practice.



### LO3

The learner must evaluate:

- strengths and weaknesses
- technical skills
- creative responses
- presentation skills



Follow this link or scan the QR code to a video with great tips on how to design your portfolio.

<https://youtu.be/A22TQsr7Aew>



Grading descriptors	Example
<b>Pass:</b> Describes a range of strengths and weaknesses of their graphic design practice with supporting evidence	Learners have identified a range of strengths and weaknesses, technical skills, creative responses and presentation skills within the graphic design work, making reference to their portfolio.
<b>Merit:</b> Describes a range of strengths and weaknesses with supporting evidence and <u>describes the impact on their graphic design practice</u>	Learners have identified a range of strengths and weaknesses, technical skills, creative responses and presentation skills within the graphic design work and will describe how these affected their graphic design work.
<b>Distinction:</b> Describes a range of strengths and weaknesses of their graphic design practice with supporting evidence, showing evidence of <u>recognising different levels of importance</u>	Learners have identified a range of strengths and weaknesses, technical skills, creative responses and presentation skills within the graphic design work and will describe how these affected the design work.  Learners will recognise the levels of importance when describing the impact of different factors upon their design work.

