

Subject Focus	Intent
Overall Curriculum Intent	The Graphic Design curriculum intends to develop the students' conceptual thinking, exploring, analysing and evaluating their own and other graphic designers work.
Literacy and Oracy	To introduce new graphic design related theory words, to prepare and support the students, analysing, annotating, presenting ideas and evaluating skills.
Skills	To develop creative designing on paper and digitally. Developing emphasising skills in order to understand, problem solve for a target market.
Cumulative Learning	To regularly review prior learning, building and developing so students produce high quality coursework and are prepared for their exam.
Culture	To understand how design impacts and influences the world around them.

GCSE Graphic Communication Year 10

Year 10	Autumn term	Spring term	Summer term
	<p>Foundation learning: What is Graphic Communication? History of Graphic Design.</p> <p>Graphic design Components, understanding: colour, tone, line, imagery, composition and typography through a 'Book Illustration' project. Students will research an artist, finding inspiration in the artist's work while they explore their own ideas and connecting to their chosen idea.</p>	<p>Students complete a self-directed project based on the theme 'Camouflage'. The four areas of camouflage could include: concealing colouration, disruptive colouration, disguise and mimicry.</p> <p>Students will study the work of an established Graphic designer, understand their work, create work that reflects their understanding and apply it to their design.</p>	<p>Mock exam 1.</p> <p>Pupils choose a third artist to explore and develop their ideas on from. Pupils will then learn how to organise ideas towards making a final piece. Pupils will then make a final piece. This could be created on paper or digitally.</p>

GCSE Graphic Communication Year 11

Year 11	Autumn term	Spring term	Summer term
	<p>Students complete a self-directed mini project based on the theme 'Festival and Celebration'. Students will demonstrate skills digitally ready to display the outcomes on social media platforms. Throughout their project, students will:</p> <ul style="list-style-type: none"> • AO1: Develop ideas through investigations, demonstrating critical understanding of sources. • AO2: Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes. • AO3: Record ideas, observations and insights relevant to intentions as work progresses. • AO4: Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language. 	<p>Students complete the externally set assignment. The exam board presents key words/phrases and the pupils select one to produce a project on. The project is self-directed and explores all the assessment objectives (AO's) resulting in a final piece that is completed as their 10-hour exam. Students complete the preparation for their 10-hour exam.</p>	<p>Completion of a 10 hour exam (final piece).</p>