

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
	Foundation skills: What is Graphic Communication? History of Graphic Design. Understanding the elements of Graphic design: Line, colour, shape, size, tone, space, Typography, balance, and contrast. Students will be encouraged to experiment with the skills they discover and study, using their own interests. Researching and demonstrating their understanding of the foundation elements of Graphic design.	Students will start their main Component 1 project: Identity. They will be given a brief to create their own book cover based on their own identity. Students will use the foundation skills they gained in the Autumn term. They will research successful Graphic designers and illustrators according to their own interests and style and they will explore new graphic design creative processes. All students will be encouraged to develop their digital graphic design skills.	Students will build their independence and complete their book cover, focusing on development and exploration of their skills and ideas. To further their understanding, students will receive a second brief to promote their book, with the options of theatre play bills, movie posters, magazine covers, and more. This will culminate with creating their final piece during their 5 hours mock exam in June/July.

GCSE Graphic Communication Year 11

Year 11	Autumn term	Spring term	Summer term
	In the Autumn term of year 11, students will start a mock exam. This will be based on the previous year 11 exam. Students will choose their own theme and explore their own ideas, sourcing their own photographs and researching artists to create and develop their final piece of graphic design for the mock exam in December. Self-sufficiency is encouraged, with students developing their work independently and in class. This completes component 1 of the GCSE course. Their sketchbooks and final pieces will be marked to the following four Assessment Objectives. This component is worth 60% of their GCSE grade, 120 marks. • 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.	Students complete the externally set assignment, or Component 2. The exam board, Eduqas, presents 15 various key words/phrases. The pupil selects one to produce a project based on their choice of theme. The project is self-directed and explores all the assessment objectives (AO's) resulting in a final piece that is completed in their 10-hour exam in the Summer term. Students complete the preparation for their 10-hour exam during this term, and will have an opportunity to attend interventions after school and during the Easter holiday to support them in their exam.	The 10-hour exam takes place during the summer term. After which the course is complete. Component 2 will be marked to the same Assessment Objectives as stated in component 1. This component is worth 40% of their grade, 80 marks. Students are also expected to complete and sign their creative statements for component 1 and component 2.