

Graphic Design Curriculum Map

Students at Waseley Hills study Graphic Design as part of a Design Technology carousel and spend one achievement cycle studying this specialism before moving on to study Food and Nutrition and Product Design. Please note that students may study the below in different achievement cycles as per the carousel. In order to close the skills and knowledge gap currently present students in Years 7 and 8 will follow the same programme of study for 2023-24 in all three Design Technology specialisms. Students then have the option to continue their studies at GCSE through the GCSE 3D Design Course.

Year	AC1	AC2	AC3
7	<p>Monster Graphics:</p> <p>Students will know:</p> <ul style="list-style-type: none"> • What 'Typography' is and how it is used by designers • What 'Tone' is and why tone is important in design work • The connotations of colours and how colour theory is used by designers • What a target market is and how a target market will impact upon design decisions • The works of illustrators Anna Llenas, Alex Sheffler and John Burgerman and the techniques they used • What is meant by illustration and the many processes used within it • What is meant by imagery and composition and the impact it has upon the success of a design • The construction process of making a pop up card • How to analyse the key areas of graphic design Colour, Typography, Imagery, Composition (Layout), Target Market <p>Students will demonstrate:</p> <ul style="list-style-type: none"> • Skills in using various tones for effect • Skills in using colour theory by considering connotation • Skills in designing and creating engaging typography • Understanding of target audience by selecting images and colours and creating compositions that are aimed towards their specified target audience of children • Knowledge of key illustrators by utilising elements of their work in their own designs • Their understanding of the construction process of making a pop up card by successfully creating a pop up birthday card for children. • Their understanding of key areas of graphic design Colour, Typography, Imagery, Composition (Layout), Target Market by successfully analysing the work of others and your own • Their ability to successfully respond to a design brief by creating an engaging greetings card for children using 'monster theme' typography. 		

Monster Graphics:

Students will know:

- What 'Typography' is and how it is used by designers
- What 'Tone' is and why tone is important in design work
- The connotations of colours and how colour theory is used by designers
- What a target market is and how a target market will impact upon design decisions
- The works of illustrators Anna Llenas, Alex Sheffler and John Burgerman and the techniques they used
- What is meant by illustration and the many processes used within it
- What is meant by imagery and composition and the impact it has upon the success of a design
- The construction process of making a pop up card
- How to analyse the key areas of graphic design Colour, Typography, Imagery, Composition (Layout), Target Market

Students will demonstrate:

- Skills in using various tones for effect
- Skills in using colour theory by considering connotation
- Skills in designing and creating engaging typography
- Understanding of target audience by selecting images and colours and creating compositions that are aimed towards their specified target audience of children
- Knowledge of key illustrators by utilising elements of their work in their own designs
- Their understanding of the construction process of making a pop up card by successfully creating a pop up birthday card for children.
- Their understanding of key areas of graphic design Colour, Typography, Imagery, Composition (Layout), Target Market by successfully analysing the work of others and your own
- Their ability to successfully respond to a design brief by creating an engaging greetings card for children using 'monster theme' typography.

Children's Activity Pack:

Students will know:

- What 'Typography' is and how it is used by designers
- The connotations of colours and how colour theory is used by designers
- What a target market is and how a target market will impact upon design decisions
- The theory behind Logo design and how symbols are used to communicate meaning
- What is meant by illustration and the many processes used within it
- What is meant by imagery and composition and the impact it has upon the success of a design
- The construction process of making box packaging using nets
- What is meant by inserts and activities within an activity pack
- What is meant by promotional items and what makes them successful
- How to analyse the key areas of graphic design Colour, Typography, Imagery, Composition (Layout),Target Market

Students will demonstrate:

- Skills in using colour theory by considering connotation
- Skills in designing and creating engaging typography
- Skills in designing effective logos and brand names
- Understanding of target audience by selecting images and colours and creating compositions that are aimed towards their specified target audience of children
- Knowledge of existing products by using these to influence their own designs
- Their understanding of the construction process of making box packing by successfully using nets to create a 3D box
- Their understanding of inserts and activities by designing and creating 2 paper based activities aimed at children
- Their understanding of promotional items by designing an item that will promote their fictional airline
- Their understanding of key areas of graphic design Colour, Typography, Imagery, Composition (Layout),Target Market by successfully analysing existing products and their own creations
- Their ability to successfully respond to a design brief by creating an activity pack for children complete with box packaging