MODERN
ART
DES
IGN

CURRICULUM

INTENT

Within graphics you can communicate any message. We arm our students with the intelligence of imagination and as imagination has no limits, we are constantly stimulating progress through our curriculum. Art education at Copleston High School is not seen as a luxury, it is available to all and is accessible to everyone. It develops motor skills, language skills, social skills, risk taking, problem solving and inventiveness. We encourage students to think outside the box and develop creativity and expression. Creativity is essential for creating well-rounded, well-prepared learners and leaders. Developing creative intelligence enables students to develop the world around them and can also be used to explore difficult concepts from history, politics, science, and maths in a visual manner. It therefore connects students with their own culture and the wider world. The world needs the imaginative minds of young people for the development of tomorrow, and we are working with passion to ensure we achieve this.

Year 9 - Subject/Unit of Study					

Throughout the entirety of Year 9, students will look at the broad theme of 'Studio techniques, exploration and mixed media techniques'.

The use of digital art has rapidly become a primary method of communication in our fast-paced, visually-oriented culture. Artists, craftspeople and designers use a broad range of materials, techniques and processes in their work, sometimes combining traditional craft with contemporary art and design in innovative ways. Developments in new technologies have brought a wealth of new opportunities to the creative process.

The aim of each unit is to develop students' skills and understanding in working safely and creatively with the materials, techniques and processes associated with their specialist pathway. Students will demonstrate an ability to, and an exploratory attitude and approach to using, a wide range of art tools, materials, and techniques.

	Autumn Term		Spring Term		Summer Term	
	Assessment objective focus: **A02 -** Selecting and experimenting with appropriate media, materials, techniques and processes. **Focus:** • Build upon understanding of vector design tools and manipulation tools. **Overview of tasks undertaken:** This introductory unit explores current software available to the artist/designer - Specifically Tools and techniques using **Adobe Illustrator**. • Drawing • Page Layout • Creating for the screen vs. creating for print	**Assessment objective focus:** **A01 -** Develop ideas through investigations, demonstrating critical understanding of sources. **A02 -** Selecting and experimenting with appropriate media, materials, techniques and processes. **A03 -** Record ideas, observations and insights relevant to intentions as work progresses. **Focus:** • Understanding the principles of Graphic Communication • Intro to Project Brief & Artists **Creative Brief: Custom typographic alphabet** Colchester Zoo would like you to create a full alphabet and number set to appear on all their corporate branding using only custom, hand lettered type. **Overview of tasks undertaken:** • Artist moodboard • Transcriptions x2 • Custom typographic designs	**Assessment objective focus:** **A03 -** Record ideas, observations and insights relevant to intentions as work progresses. **A04 -** Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language. **Focus:** • To demonstrate an appreciation of the appropriate use of typography. • Experiment, Review and modify work as it develops. **Overview of tasks undertaken:** • Development of final ideas pages • Personal Responses	**Assessment objective focus:** **A02 -** Selecting and experimenting with appropriate media, materials, techniques and processes. **Focus:** • Consideration of exemplary material, to gain an understanding of the structural framework that needs to be put in place. • Development of practical skills in the use Adobe InDesign to prepare for Component 1 Portfolio. **Overview of tasks undertaken:** This introductory unit explores current software available to the artist/designer – Specifically Tools and techniques using **Adobe InDesign**. Part 1 - Preparation • Document set-up In Adobe InDesign • Adobe InDesign interface introduction • The links panel in Adobe InDesign Part 2 - Implementation • Laying out frame box's / build composition structure • Managing / formatting text & tables In Adobe InDesign • Placing images into Adobe InDesign Part 3 - Finalisation • Pre-flight in Adobe InDesign • Export to PDF in Adobe InDesign	**Assessment objective focus:** **A01 -** Develop ideas through investigations, demonstrating critical understanding of sources. **A02 –** Selecting and experimenting with appropriate media, materials, techniques and processes. **A03 –** Record ideas, observations and insights relevant to intentions as work progresses. **Focus:** • Using artists (typography artist and mixed media artist) to inspire designs • Embedded drawing & shading skills • Developing draft compositions linking to typography and layout • Using hand media to produce various elements combined with software manipulation. **Creative Brief: Type as Image** Colchester Zoo would like a memorable, hand-lettered illustrative design within an animal silhouette to appear on their cap merchandise. Customise the front of a cap to create an essential accessory that visitors will never leave behind! **Overview of tasks undertaken:** • Artist moodboard • Mind mapping (research) • Photography contact sheet • Composition developments	**Assessment objective focus:** **A02 -** Selecting and experimenting with appropriate media, materials, techniques and processes. **A03 -** Record ideas, observations and insights relevant to intentions as work progresses. **Focus:** The aim of this term is to develop students' skills and understanding in working safely and creatively with the materials, techniques and processes associated with their specialist pathway. • Use digital and hand media to produce various elements combined with software manipulation. • Drawing skills in various media. **Overview of tasks undertaken:** • Critical studies • Transcriptions x2 (analogue and digital techniques) • Development of final ideas pages • Tech pack creation • Personal Responses

Sequence (Where does this fit – what have they done before which supports it, where does it link with future units?)	Prior Knowledge KS3 Art, Design technology and ICT.	Prior Knowledge Basic introduction to Adobe illustrator and Adobe Photoshop.	Prior Knowledge Layout and typography skills	Prior Knowledge Basic knowledge of tools in Adobe photoshop. Layout and typography skills.	Prior Knowledge How to research effectively	Prior Knowledge How to create quality graphic outcomes.
	Future Learning: More thorough understanding of using Adobe applications.	Future Learning: Comprehensive understanding of how to use tools in Adobe Illustrator.	Future Learning: To become more confident with collaboration tools within the Adobe suite.	Future Learning: Greater understanding of embedded features in InDesign to house a digital portfolio to ensure a streamlined/consistent look for pages.	Future Learning: How to utilise research to create meaningful outcomes.	Future Learning: To become more confident in presenting professional personal responses.
Skills Acquired	Illustrated, retouched and enhanced technical images from digital mechanical files	To have an awareness of intended audience or purpose in relation to the foundation skills mini projects. To be able to demonstrate an understanding of what good typography looks like.	To have the ability to respond to an issue, concept or idea, working to a brief or answering a need in the chosen area of graphic communication	Produce and edit layout templates using Adobe InDesign.	To show an appreciation of the relationship of form and function and, where applicable, the constraints of working to a brief	To develop an understanding of a variety of materials and genres appropriate to their chosen area of graphic communication.

KS4 Behaviours of Excellence	In KS4 Art and Design Graphic Communication, the students will build their confidence in a wide range of practical skills, from working with traditional materials to using the CAD/CAM equipment within the school's faculties. They will always be working safely and follow the rules for the use of equipment within the workshops and classrooms. They will learn how to work neatly and tidily, clearing up as they go along, so that they can manage their area and resources safely and respectfully. With greater efficiency, they will be able to manage their time and keep up with the pace of the course. They will respect the students around them, working collaboratively to support each other's progress. Homework and written tasks will be completed on time and developed following peer and teacher feedback in an endeavour to improve knowledge and understanding. Students will take part in class discussion of relevant topics to develop their wider learning of the subject in the context of today's world. Wider reading is encouraged as is watching design programmes and reading industry magazines.

Useful resources	Publication list		Online resources		Events/exhibitions
	Books: • Thinking With Type • Logo Modernism • Designing Brand Identity: An Essential Guide for the Whole Branding Team • Making and Breaking the Grid: A Layout Design Workshop • Graphic Design, Referenced • Creative Workshop • How To be A Graphic Designer Without Losing Your Soul Magazine Subscriptions: • Creative Review • D&AD • Design Observer • AIGA Eye on Design • Creative Lives in Progress • Design Matters Live		Colour Palettes • Kuler • Coolors • Color Hunt • Paletton Textures and Patterns • The pattern Library • Texture Palace • Wild Textures • CG Textures Free Graphic Design Tools • Inkscape • Gimp • Canva Stock Images • Unsplash • Pexels • Pixabay	Fonts • Fonts in Use • DaFont • 1001Fonts • Font Squirrel Design Inspiration • Dribbble • Behance • Httpster • Pinterest Visit the following websites for up-to-date news on illustration and the creative industries. • It's Nice That • D&AD • Varoom	• NEA Graduate Showcase • University of Suffolk Showcase • Sudbourne Park Printmakers • Design Museum • Tate Modern • The V&A • Hackney Flea Market • The Cartoon Museum • The London Design Festival • Snap Store • Nelly Duff • The London Illustration Fair • Magma

Assessment:
During Year 9 students will work towards a material experiment portfolio. This is a skills building portfolio exploring techniques they can explore for component 1 and 2 during year 10 and year 11.

Students' work will be marked using an online assessment grid and feedback booklets once a term.

Assessment objectives (AOs) are set by Ofqual and are the same across all GCSE Art and Design specifications and all exam boards.

Students will receive centre feedback against the assessment objectives below:

    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.

Year 10 - Subject/Unit of Study

Scheme of Assessment (specification abstract): 8203/C

In Component 1 (portfolio) students develop responses to initial starting points, project briefs or specified tasks and realise intentions informed by research, the development and refinement of ideas and meaningful engagement with selected sources. Responses will include evidence of drawing for different purposes and needs and written annotation.

Graphic communication is defined here as the process of designing primarily visual material to convey information, ideas, meaning and emotions in response to a given or self-defined brief.

Over the next 16 months students will complete a variety of briefs to explore that will allow them to experiment and develop their understanding of Graphic Communication.

Brief Overview: Wild animals are something brought into aquariums and sea-life centres, zoos and safari parks for conservation, breeding or exhibition purposes.

Colchester Zoo is rebranding its current identity to highlight the importance of animal conservation at the heart of its operations. The revenue that is generated from visitors, and through the sale of promotional goods, directly impacts on the survival of the zoo and its continuing conservation work.

Brief topics explored:
- Communication graphics
- Advertising and branding
- Illustration
- Package design
- Typography
- Interactive design (including web, app and game)
- Motion graphics
- Signage

Students will learn how to develop creative ideas in response to a design brief. They will explore how the use of image and text can be used to promote, advertise and inform. There will be opportunities to work with a range of media and techniques such as photography, digital design, drawing and mixed media to create a variety of outcomes. The work that is developed will form a personal coursework portfolio.

Autumn Term		Spring Term		Summer Term	

Assessment objective focus:
A01 - Develop ideas through investigations, demonstrating critical understanding of sources.
A03 - Record ideas, observations and insights relevant to intentions as work progresses.
 	
Overview of tasks undertaken:
• Route option diagram - investigating the creative brief set.
• Statement of intent
• Colchester Zoo trip
• Trip Report
• Photoshoot (taken during school trip) including annotations
• Product Analysis
• Mood-boards
	Assessment objective focus:
	A01 - Continue to develop ideas through investigations, demonstrating critical understanding of sources.
	A03 - Continue to record ideas, observations and insights relevant to intentions as work progresses.
	A02 - Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.
	
	Overview of tasks undertaken:
	• Typography experiments
	• Logo Analysis
	• Research Conclusion
	• Logo Scamp Designs
		Assessment objective focus:
		A02 - Continue to refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.
		A01 - Continue to Develop ideas through investigations, demonstrating critical understanding of sources
		
		Overview of tasks undertaken:
		• Initial product scamp designs.
		• Artist critical studies
		• Artist transcriptions
			Assessment objective focus:
			A01 - Continue to Develop ideas through investigations, demonstrating critical understanding of sources
			A02 - Continue to refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.
			
			Overview of tasks undertaken:
			• In the style of...
			• Material experiments
			• Imagery experiments
				Assessment objective focus:
				A01 - Continue to Develop ideas through investigations, demonstrating critical understanding of sources
				A02 - Continue to refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.
				
				Overview of tasks undertaken:
				• Media experiments Incl. annotated evidence.
				   o Line drawing
				   o Digital
				   o Print
				• Development of final ideas pages
					Assessment objective focus:
					A02 - Continue to refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.
					A04 - Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.
					
					Overview of tasks undertaken:
					• Media experiments including annotated evidence.
					   o Line drawing
					   o Digital
					   o Print
					• Personal response in the creation of a logo design.
					• Development of Initial product scamp designs

Assessment:

During Year 10 students will work towards their portfolio Component 1 - 60% GCSE weighting.

Students' work will be marked using an online assessment grid and feedback booklets once a term.

Assessment objectives (AOs) are set by Ofqual and are the same across all GCSE Art and Design specifications and all exam boards.

Students will receive centre feedback against the assessment objectives below:

    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.

KS4 - GCSE Art and Design - Graphic Communication

Year 11

Scheme of Assessment (specification abstract): Component 1 continued Internal Creative Brief: Component 1 continued	Scheme of Assessment (specification abstract): Component 2: AQA will provide a separate externally set assignment for each title, each with seven different starting points. Students must select and respond to **one** starting point from their chosen title. This will be issued to students on the **2nd January** or as soon as possible after that date. The externally set assignment provides students with the opportunity to demonstrate, through an extended creative response, their ability to draw together different areas of knowledge, skills and/or understanding in response to their selected starting point.

Autumn Term		Spring Term		Summer Term	
Assessment objective focus: **A02 -** Continue to refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes. **A04 -** Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language. **Overview of tasks undertaken:** • Personal response in the creation of final products • Development of final ideas pages	**Assessment objective focus:** **A02 -** Continue to refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes. **A04 -** Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language. **A03 -** Record ideas, observations and insights relevant to intentions as work progresses. **Overview of tasks undertaken:** • Development of final ideas Pages • Personal Responses • Review, improve and complete body of coursework • Presented Board	**Assessment objective focus:** **A01 -** Develop ideas through investigations, demonstrating critical understanding of sources. **A02 -** Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes. **A03 -** Record ideas, observations and insights relevant to intentions as work progresses. Specific tasks to be decided by the student(s) and/or the starting point requirements. **Students will be guided to complete:** • Route option diagram - investigating the creative brief set. • Mood-boards • Individualised photoshoots – with annotations • Artist critical studies • In the style of…	**Assessment objective focus:** **A01 -** Continue to develop ideas through investigations, demonstrating critical understanding of sources. **A02 -** Continue to refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes. **A03 -** Continue to record ideas, observations and insights relevant to intentions as work progresses. Specific tasks to be decided by the student(s) and/or the starting point requirements. **Students will be guided to complete:** • Typography Study • Development & refinement of final design(s)	**Assessment objective focus:** **A04 -** Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language. Specific tasks to be decided by the student(s) and/or the starting point requirements. **Students will be guided to complete:** • Personal Responses • Final piece evaluation	
		From January until the remainder of Year 11 students will complete the externally set assignment (exam) – 40% GCSE weighting Students' work will be marked using assessment grid and feedback booklets once a term. Assessment objectives (AOs) are set by Ofqual and are the same across all GCSE Art and Design specifications and all exam boards. Students will receive centre feedback against the assessment objectives below: 　　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. Following the preparatory period, students must undertake **10 hours** of unaided focused study, under supervision.			