

KS4 - GCSE Art and Design - Graphic Communication

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	
<p>Assessment objective focus: A02 - Selecting and experimenting with appropriate media, materials, techniques and processes.</p> <p>Overview of tasks undertaken: This introductory unit explores current software available to the artist/designer - Specifically Tools and techniques using Adobe Illustrator.</p> <ul style="list-style-type: none"> • Drawing • Page Layout • Creating for the screen vs. creating for print 	<p>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.</p> <p>Overview of tasks undertaken: Creative Brief: To design promotional graphics from a film from the 80's- Star Wars, The Goonies, Indiana Jones, E.T., Back to the Future or Ghostbusters. Students are to work with a range of processes to develop their own concepts and finalised ideas through the use of Adobe Illustrator. Final outcomes must demonstrate an assured use of digital methods as well as a creative and imaginative approach.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> • Artist moodboard • Artist transcriptions x2 	<p>Assessment objective focus: A04 - Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language 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.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> • Development of final ideas pages • Personal Responses 	<p>Assessment objective focus: A02 - Selecting and experimenting with appropriate media, materials, techniques and processes.</p> <p>Overview of tasks undertaken: This introductory unit explores current software available to the artist/designer - Specifically Tools and techniques using Adobe Photoshop.</p> <ul style="list-style-type: none"> • Computer platform basics • Image capture with digital peripherals • Tools and techniques using Adobe Photoshop, a pixel-based painting program <ul style="list-style-type: none"> ○ Making Selections, Cutting, Pasting, Transforming ○ Blending and Layering ○ Photo Editing and Restoration ○ Using Filters ○ Type Tools 	<p>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.</p> <p>Overview of tasks undertaken: The aim of this unit is to develop students' skills and understanding in working safely and creatively with the materials, techniques and processes associated with their specialist pathway.</p> <p>Digital Collage</p> <ul style="list-style-type: none"> • Exploring the technique of combining many images from varying sources into one image. <p>Integrated Digital Art</p> <ul style="list-style-type: none"> • Exploring the "mixed media" of the digital art world. Students combine any number of the techniques to achieve unique results (mono prints, lino prints, water-colour paintings, screen printing). <p>Digital Photography</p> <ul style="list-style-type: none"> • Students explore either a digital or conventional camera. Their photographs are digitized and translated to the computer environment where they use image editing and special effects software to perform darkroom type manipulations. 	<p>Assessment objective focus: A02 - Selecting and experimenting with appropriate media, materials, techniques and processes.</p> <p>Overview of tasks undertaken: This introductory unit explores current software available to the artist/designer – Specifically tools and techniques using Adobe InDesign.</p> <p>Part 1 - Preparation</p> <ul style="list-style-type: none"> • Document Set-up In Adobe InDesign • Adobe InDesign Interface Introduction • The Links Panel In Adobe InDesign <p>Part 2 - Implementation</p> <ul style="list-style-type: none"> • Laying Out Frame Box's / Build Composition Structure • Managing / Formatting Text & Tables in Adobe InDesign • Placing Images into Adobe InDesign <p>Part 3 - Finalisation</p> <ul style="list-style-type: none"> • Pre-flight in Adobe InDesign • Export to PDF In Adobe InDesign

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 Years 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.

KS4 - GCSE Art and Design - Graphic Communication

Year 10 - Subject/Unit of Study

Scheme of Assessment (specification abstract):

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 with 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.

Internally set creative brief: Animal Conservation

Conservation Wild animals are something brought into aquariums and sea-life centres, zoos and safari parks for conservation, breeding or exhibition purposes. Colchester Zoo is opening a new integrated Restaurant & Gift Shop in the middle of their complex for visitors to use whilst visiting the zoo. They are commissioning a variety of items such as packaging, uniforms, advertising and promotional materials for visitors to purchase. Ogilvy & Mather, Optima Design, Saatchi & Saatchi and BBDO Malaysia have designed graphic work to promote animal welfare campaigns organised by the World Wildlife Fund.

Research appropriate sources and develop 3 or more of your own designs to help educate visitors on the importance of animal conservation on one of the following:

EITHER (a) design graphics which communicate information, which can be sold as products in the gift shop.

OR (b) your own branding and packaging to be sold in the restaurant

OR (c) produce exhibition graphics used for displays inside the zoo.

Autumn Term		Spring Term		Summer Term	
<p>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.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> 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 	<p>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.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> Typography experiments Logo Analysis Research Conclusion Logo Scamp Designs 	<p>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</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> Initial product scamp designs. Artist critical studies Artist transcriptions 	<p>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.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> In the style of... Material experiments Imagery experiments 	<p>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.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> Media experiments Incl. annotated evidence. <ul style="list-style-type: none"> Line drawing Digital Print Development of final ideas Pages 	<p>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.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> Media experiments Incl. annotated evidence. <ul style="list-style-type: none"> Line drawing Digital 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

<p>Scheme of Assessment (specification abstract): Component 1 continued</p> <p>Internally set creative brief: Component 1 continued</p>		<p>Scheme of Assessment (specification abstract): 8203/X 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.</p>			
Autumn Term		Spring Term		Summer Term	
<p>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.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> Personal response in the creation of a final products Development of final ideas Pages 	<p>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.</p> <p>Overview of tasks undertaken:</p> <ul style="list-style-type: none"> Development of final ideas Pages Personal Responses Review, improve and complete body of coursework Presented Board 	<p>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.</p> <p>Specific tasks to be decided by the student(s) and/or the starting point requirements. Students will be guided to complete:</p> <ul style="list-style-type: none"> Route option diagram - investigating the creative brief set. Mood-boards Individualised photoshoots – with annotations Artist critical studies In the style of... 	<p>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.</p> <p>Specific tasks to be decided by the student(s) and/or the starting point requirements. Students will be guided to complete:</p> <ul style="list-style-type: none"> Typography Study Development & refinement of final design(s) 	<p>Assessment objective focus: A04 - Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.</p> <p>Specific tasks to be decided by the student(s) and/or the starting point requirements. Students will be guided to complete:</p> <ul style="list-style-type: none"> Personal Responses Final piece evaluation 	
		<p>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. Supervised time – 10 hours</p> <ul style="list-style-type: none"> Following the preparatory period, students must undertake 10 hours of unaided focused study, under supervision. 			