

Course Outline/Learning Journey: A Level Graphic Design Year 12

Rationale–

The Graphic Design course starts with a number of introductory exploration projects, designed to identify what Graphic design is through experimental and problem-solving activities. Each mini brief/task focuses on the design elements, exploring ways of recording and visual interpretation. You will be introduced to the design concepts, audience engagement and design for purpose. Each task gives opportunities to recap key skills and processes. Creativity, imagination, enthusiasm and the ability to problem solve are tested early through fast paced teacher led lessons. Initial exploration and research inform ideas, encourage exploration, development and refinement. These ideas conclude with an outcome for each project. Every term, you will experience several 'crits' and presentations, designed to give you 'real life industry experience' selling your idea and concept.

By April, you will have gained vast knowledge and a clear grounding in design thinking and will commence your personal project. This is an independently led project focusing on artist/designer/photographer analysis and development, idea creation, personalisation of style and refinement of a concept. Focus is placed on an awareness of audience, purpose and intention. This coincides with the Personal study, a 3000 word essay that explores a key theme, impacting the development of your practical work. Focus is placed on cultural and contextual understanding as well as strong analytical skills. This project culminates in an outcome which is done under timed conditions. This project runs until February in Year 13.

On 1st February in Year 13, the externally set exam is released. This, similarly, follows a project journey, culminating in an outcome produced under timed conditions (15 hours).

	CONTENT	KEY/FUNDAMENTAL CONCEPTS	ASSESSMENT
Half Term	COMPONENT 1/COURSEWORK: Practical Skill Experimentation – Introductory Experimentation Project (Design Thinking)	A carousel of relevant skills based on gaps in learning and interests of students <ul style="list-style-type: none"> • What is Graphic Design • Recording • Visual Interpretation • Design Elements • Typography • Photoshop skills 	Sept - Transition Work Submission (set over Summer) (AO2, AO3) - Standardised by St Aidan's staff Fortnightly one to one crits-recorded feedback
	Half Term		
	COMPONENT 1/COURSEWORK: Practical Skill Experimentation – Book Cover Mini Project	<ul style="list-style-type: none"> • Imagination, creativity • Development and refinement of an idea • Designer analysis 	Fortnightly one to one crits-recorded feedback
Christmas			
Spring Term	COMPONENT 1/COURSEWORK: Practical Skill Experimentation – Problem Brief	<ul style="list-style-type: none"> • Imagination • Problem solving • Resilience • Design Thinking 	Fortnightly one to one crits-recorded feedback Coursework submission - Standardisation of Practical Experimentation work to date (AO1/2/3) - Standardised by St Aidan's staff
	Half Term		
	COMPONENT 1/COURSEWORK: Practical Skill Experimentation – Problem Brief	<ul style="list-style-type: none"> • Refinement • Independent working • Considering how to push a more creative response to outcome. • Further development and understanding of <u>audience and purpose</u> 	Fortnightly one to one crits-recorded feedback

		<ul style="list-style-type: none"> How to present a concept. 	
	Easter Holidays		
Summer Term	COMPONENT 1/COURSEWORK: Practical Skill Experimentation – Problem Brief-Outcome (Mock exam) Personal Investigation Personal Study	<ul style="list-style-type: none"> AO4 Introductory Project: <ul style="list-style-type: none"> Ideas and concepts Mock ups Presentation skills Using feedback Giving feedback Personal Investigation: <ul style="list-style-type: none"> Researching (AO1) Personalising Style comprehension Investigation Wider Reading Independent learning Time management 	Mock Exam -Production of outcome to Coursework so far (5 hours TBC) Coursework Submission -Standardised by St Aidan's and St John Fisher staff Fortnightly one to one crits-recorded feedback
	Half Term		
	COMPONENT 1/COURSEWORK: Personal Investigation and Personal Study	Personal study: <ul style="list-style-type: none"> Introduction of content/meaning and timings How to write a strong introduction and title Title crits How to analyse incorporating context, cultural understanding and successful researching (library visits and reading exercises) Personal Investigation: <ul style="list-style-type: none"> Artist Analysis AO1 Experimentation (AO2) Recording of ideas and concepts through photography, drawing and annotation (AO3) 	First Tuesday back after Half term-Personal Study Proposal deadline 2 nd week back after half term-Personal Study Introduction Deadline Fortnightly one to one crits-recorded feedback June- Reports

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	CONTENT	KEY/FUNDAMENTAL CONCEPTS	ASSESSMENT
Autumn Term	COMPONENT 1/COURSEWORK: Personal Investigation and Personal Study	Personal Investigation- <ul style="list-style-type: none"> Media exploration Style development Artist/Designer investigation and contextualising 	Coursework Submission -Standardised by St Aidan's staff Fortnightly one to one crits-recorded feedback

		Personal Study <ul style="list-style-type: none"> • Content and structure • Feedback on Artist Analysis 		
Half-term				
	COMPONENT 1/COURSEWORK: Personal Investigation and Personal Study	Personal Investigation- <ul style="list-style-type: none"> • Media development • Refinement and development of ideas • Mock ups/testing • Personalisation of style and originality • Feedback • Time management Personal Study <ul style="list-style-type: none"> • Evaluation 	First week back -First Draft of Personal Study Deadline Coursework Submission- Standardised by St Aidan's and St John Fisher staff Fortnightly one to one crits-recorded feedback MOCK EXAM -Outcome to Personal Investigation produced (10hours TBC)	
Christmas Holiday				
Spring Term	COMPONENT 1/COURSEWORK: Personal Investigation and Personal Study COMPONENT 2: EXTERNALLY SET TASK	Personal Investigation- <ul style="list-style-type: none"> • Personalisation of style • Refinement and originality • Using Feedback effectively • Time management Personal Study <ul style="list-style-type: none"> • Personal Study-presentation if required • Responding to feedback Externally set task <ul style="list-style-type: none"> • Independent study of AO3, AO1 (artist inspiration/research/contextual understanding) 	1st Feb -DEADLINE ALL COMPONENT 1/COURSEWORK- Experimentation Projects, Personal Investigation and Personal Study Weds 1st Feb- Externally set task introduced February – Reports Fortnightly one to one crits-recorded feedback	
	Half-term			
		COMPONENT 2: EXTERNALLY SET TASK	<ul style="list-style-type: none"> • Media exploration and development • Personalisation of style • Artist/designer investigation and wider reading • Presentation 	Fortnightly one to one crits-recorded feedback
Easter Holiday				
Summer Term	COMPONENT 2: EXTERNALLY SET TASK	<ul style="list-style-type: none"> • Mock ups and trails • Idea generation and concept review • Peer and self-evaluation/critiques • Time management-planning and preparation for timed exam 	MAY (Date TBC) - DEADLINE ALL COMPONENT 1 (Practical work and Personal Study) AND COMPONENT 2 (externally set task)	