Long Term Curriculum Plan – ADT – Graphic Communication

Graphic communication curriculum intent

The Graphic communication curriculum is designed to provide all learners with the knowledge and competencies needed to be creative, independent and with an ability to articulate their learning. The curriculum has been planned and sequenced to allow learners to be challenged, knowing more, and remembering more by revisiting key design knowledge and skills throughout each key stage. Schemes of learning have been developed so that they fully utilise digital graphic design competencies, with some aspects of traditional media, developing students' understanding of designers' roles throughout history and culture. Ultimately, the knowledge and competencies learnt throughout each key stage will equip students for future learning and employment.

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	Year 7 – 1 rotation (12/13 weeks) Year 8 – 2 rotations (6/7 weeks each)					
Year 7 GC	**Graphic Communication:** Introduction to Illustrator and Photoshop – Initially lessons will focus on gaining knowledge and understanding of the key tools and techniques. Students will also explore the principles of design throughout the course. Finally, students will work from a set brief to create an outcome that brings together their new knowledge and skills in graphic communication. **Assessments will take place after week 6 and in week 11/12**					
Year 8 GC	**Graphic Communication:** Surf Skate & Snow shop branding and board design brief: A SoL that explores design for branding and marketing. **Assessment will take place at the end of the rotation.**			**Graphic Communication:** Book illustration cover design brief: A SoL focused on developing knowledge and understanding of layout, colour and typography. **Assessment will take place at the end of the rotation**		
	Term 1	**Term 2**	**Term 3**	**Term 4**	**Term 5**	**Term 6**
Year 9 Graphic Communication	Typography AO1-3 Design fundamentals: typography, the anatomy of type.	Typography AO1-4 Design fundamentals: Students will choose a brief to respond to, apply their knowledge and skills. Assessment 1	Shape Workshop A focus on developing knowledge and understanding of fundamental design principles using illustrator. Assessment 2	Logo re-design challenge AO1-4 Redesign an existing brand logo – problem solving, illustrator skills, applying knowledge of design fundamentals. Assessment 3	Movie poster AO1-3 Students will create a Movie poster for the rerelease of an existing movie/ franchise.	Movie poster AO1-4 Continued .. Design fundamentals: Layout, colour typography Assessment 4
Year 10 Graphic Communication	Social/ political issues The Big Issue AO1-3 campaign project	Social/ political issues The Big Issue AO1-4 campaign project Assessment 1	Photoshop Developing knowledge, skills and design theory through a series of workshop based mini projects Assessment 2	Icons Mini project designing icons, developing knowledge of key design principles and skills in illustrator and photoshop. Assessment 3	Life brief – Oceanarium AO1-3 A trip to the Oceanarium will be the starting point for this project	Life brief – Oceanarium AO1-4 5 hour exam will conclude this project. Assessment 4
Year 11 Graphic Communication	Students will select a previous project to develop into their main project for their portfolio NEA 1 (60%) AO1-4	NEA 1 10 hours coursework exam this term Assessment 1	Exam project set by the exam board NEA 2 (40%)	Exam project set by the exam board NEA 2 (40%) 10 hour exam March 2024 Assessment 2	NEA 1 final portfolio selection and refinement. Assessment 3	Study leave