Vocabulary

Typography
Display type
Tracking
Monochrome
Analogous
Warm colours
Cool colours
Gradient
Resolution
Brand
Brand identity
Logos
Contrast
Scale
Saturation
Pictorial Mark

Key Information

Graphic communication involves the use of visual material to relate ideas through drawings, photographs, slides , and sketches.

What you should already know

Key drawing skills, developing design ideas, typography and branding concepts.

Information

In year 10, we aim to develop the very best design students who are investigative, independent and passionate with originality to redesign and solve problems; we encourage our students to become knowledgeable about the resources needed to help them create even better solutions. Our **knowledge based curriculum** builds upon material **taught** in KS3 in design, product development and graphic communications. In the first term, we challenge students to think about branding developments and drawing skills to communicate their ideas. Accordingly, students will begin to understand how to use the design process effectively. In term 2, students will have opportunities to develop and refine their knowledge of visual design through posters, looking at propaganda and advertisements. Thereafter, students will learn how to create designs in line with a client's brief. In term 3, students will complete a small mock exam project from a selection of topic to improve their exam and time keeping skills. We build the cultural capital of our students by ensuring they have an understanding of Britain's contemporary design practice and design heritage, as well as a knowledge of international design practice. Students will design and create a final outcome for Year 10 which draws upon all of the skills and knowledge they have developed throughout the graphic communication course.

Want to know more

In Year 11, you will complete course work for 60% of your final grade, by continually your development into graphic design. The other 40% will be collected from your GCSE exam, in which you will independently conduct a chosen exam question, creating a full project with your designs. The final part of the course and exam project will result in a 10-hour exam over 2 days.

Links to other subjects

Literature - words
Design technology – product design
Math – scale and perspective

Year 10 Graphics Communications

Propaganda posters
- Historical understanding and use behind posters
- Visual information and use of typography
- Slogans and phrases
- Created to rise a response from viewers
- Information one sided

Typography and logos
- Key words and slogans
- Composition and colour
- Visual branding and design
- Branding and corporate identity
- Font and corporate own design lettering
- Visual identity through logos

Assessment criteria

AO1 - Contextual Understanding
- Being inspired from your artists in your work
- Artists & Designers research
- Mind mapping
- Analysis of artists and themes

AO2 - Explore & Experimentation
- Developing your ideas
- Try out different mediums, techniques and materials
- Understanding composition and design for your work

AO3 - Record & Reflect
- Observations and recording ideas
- Sketches and photographs
- Annotation of work

AO4 - Personal Present
- Response to own work
- Visual language understanding - vocab
- Final piece