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 11, in this final year of the GCSE, 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 research the current design industry and create interesting products and concepts. Our **knowledge based curriculum** builds upon material **taught** in **year 10** in graphics communications projects. In the first term, students will continue and complete a year 10 project from term 3 the previous school year. This projects should contain develop, research and refinement of the chosen theme, with a final piece created showing all assessment objectives. In term two, Year 11 students will receive the title for their GCSE graphic communication examination and start a new short project, which will consolidate their learning from KS3 and KS4. Students will choose a project theme based on the examination title towards which they wish to explore and create a graphic design response. Students will use their knowledge to develop, refine and explore new techniques and materials that show an understanding of their chosen concept. Students will record their research and experimentation in a well-presented sketchbook. This will allow our students to demonstrate a clear development of their ideas through to a final examination outcome completed over 2 days.

Want to know more

If you choose to continue your Graphic communication journey into A – Level you will be expected to demonstrate skills, as defined in Overarching knowledge, understanding and skills, in the context of their chosen area(s) of Graphic communication. You will be introduced to a variety of experiences that explore a range of graphic communication media, processes and techniques. They should be made aware of both traditional and new media.

Links to other subjects

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

Year 11 Graphics Communications

Coursework
- Experimentation with different mediums and graphic material
- Component 1 & 2
- Following assessment criteria
- Previous year 10 work

Assessment criteria

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

AO2 - Explore & Experimentation
- 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

Exam ESA
- Choose a theme from the exam board
- Sketchbook for exam Develop and explore chosen theme
- 10 hour exam over two days
- high level of criterial reflection and development through the AO's
- Artists research and understanding