Curriculum Progression Maps

Graphics

	Year 7	Year 8
Lesson 1	Students will complete a skills and knowledge wheel. Introduction to Graphic Design. Students will be taught about the role of Graphic Design in the world around them. Where can you find examples of Graphic design? What skills do you need to have to be a Graphic Designer? What is the purpose of Graphic design?	Re –cap on the purpose of Graphic design and look at different areas that designers work in. Careers in Graphic design will be explored and discussed. Options are discussed so students have an understanding of the career path. Students are introduced to the Chocolate bar wrapper task. Re cap – What is a design brief? What information on the brief is necessary for the designers to follow and what can be interpreted through design?
Lesson 2	Typography introduction. Students will be taught about the meaning of the work and it's importance in visually communicating the designers meaning and message. For a graphic designer, the shape around the letter (negative shape) is just as important as the letter shape (positive shape) Students will explore this through drawing techniques using pattern and texture	Introduction to the project brief. Your job as the graphic designer is to plan an effective layout design for the chocolate bar wrapper and create relevant typography to communicate the important information. Students will analyse the brief to understand what information is crucial and what information allows for interpretation. Students will start to plan typography styles and colour scheme.
Lesson 3	Typography challenge. Students are going to take what they learnt last lesson to produce a wide range of different typography examples. Students to consider the mood, atmosphere, theme and genre they want to visually communicate. Students will be shown how the different thicknesses/weights of line can impact on the viewer.	For homework students will produce Visual research. They will use this to help them with their planning in lesson. They will be taught how a Graphic designer uses V. R to help them to see what's already on the market and to get ideas for their own design without copying existing work. Students will peer assess this stage and will look for how this planning has shown inspiration from the V.R .rather than influence.
Lesson 4	Students will be introduced to a Design Brief - Pizza box logo. What is a logo? Students will be shown examples of famous logos and discuss their purpose and meaning. They will produce visual research images and start to think about linking elements such as colour scheme and typography into the logo design.	Students will be taught the importance of Layout and composition. Producing a range of sketches to explore possibilities. Students will reflect on their designs. The design needs to communicate the Aztec name through both the typography and use of pattern, symbols, imagery and colour scheme. These elements need to work together to attract the chosen target market. Peer assessment will produce WWW/EBI
Lesson 5	Pizza box logo planning - Students will be taught about layout and composition and how the different elements of design can be arranged to create different effects. Students will be shown how to sketch out plans and to think about the scale and position of the key information. Students will then be asked to think about and plan, background, colour	Students are to complete their final design using the template. The final design will show an understanding of the key elements of layout, typography and imagery. Students will work from their plans and show how they have reviewed and improved work as its progressed. Students will understand the assessment criteria and how to achieve their best outcomes. A focus will be made

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	scheme, pattern and texture and consider the visual impact of theme on the overall logo.	on the application of neat, even colour and professional quality of finish on this final design.
Lesson 6	Pizza box final idea – Students will compare their designs to the original design brief. Did they follow the instructions, does their design communicate the necessary information and link clearly to the theme? In groups they will compare and contrast the different logos. What are the successful elements from each design? What are the common areas for development? How can they improve next time?	Bubble bath task - introduction to the Design brief. Students will re cap on what a target market is and how they as a designer need to understand what their target market wants and what will attract them. U.S.P will be taught and students will have to create one for their product. To extend and challenge, this task requires them to come up with their own name for the product and their own target market. Students will complete V.R for home work.
Lesson 7	Poster design introduction – Students are to choose a quote or inspirational message which could link to a hobby or interest. They need to consider carefully the message they want to communicate and then plan how they can use the visual elements to do this. Students will be shown a range of examples where the layout/typography and illustration has been used to not just support but project and communicate the chosen message.	Bubble bath design planning – Students will produce a range of layout sketches which show they have explored different possibilities for their design. Then they will plan typography styles and scale, colour scheme and background. Reflecting on each decision and how this will impact on the final design. Students will be asked at intervals about the links between the Name, target market and USP as this has to under pin all decisions related to the design.
Lesson 8	Students will have completed their own visual research for home work and will use this to support their Planning of ideas for their poster. Layout and composition are the first thing that they need to decide on. Demonstration on measuring, placing and spacing will be given. These will be considered and peer reviewed before typography and illustration are planned.	Students will start to work on their final design Questions students will be asked whilst working - Have you clearly communicated the USP through the packaging design? Have you added background pattern or texture to make the product more appealing? Have you used accurate drawing skills on your typography and been able to add tonal colour to create a solid, 3D look to your images?
Lesson 9	Producing the final poster design – Focus on neat and consistent spacing and use of faint lines by using rulers and a critical eye. The design will be done in outline first and then the students will be given a photo copy so they can explore two different colour ways. Discussions will form around basic colour theory.Primary/secondary/complimentary/Harmonious/warm and cold colours.	Bubble bath final idea – All visual elements on the design should link the name of the product, the target market and USP together. The colour scheme is important too but could be open to interpretation. Students will understand the assessment objectives and how to achieve their best results. Students will work in groups to evaluate and reflect on their completed designs.
Lesson 10	Evaluation and reflection of their work and what they have learnt. Students will look at and work on the skills and knowledge wheel that they had in the first lesson. Students are to take out of their folder the task that they most enjoyed during the 10 lessons and explain why they have chosen it. They are then	Evaluation and reflection of their work and what they have learnt. Evaluation and reflection of their work and what they have learnt. Students are to take out of their folder the task that they most enjoyed during the 10 lessons and explain why they have chosen it. They are then asked to take out the task where they felt they learnt the most and again

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asked to take out the task where they felt they learnt the most and again explain. Discussions around the main three questions from the first lesson to be reviewed again. Where can you find examples of Graphic design? What skills do you need to have to be a Graphic Designer? What is the purpose of Graphic design?	explain. Discussions around the main three questions from the first lesson to be reviewed again. Where can you find examples of Graphic design? What skills do you need to have to be a Graphic Designer? What is the purpose of Graphic design?

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