Biddulph High School Curriculum Intent

To deliver a broad and enriching curriculum through engaging and challenging lessons that provide a wide range of opportunities for all students to achieve their potential.

Students will all be prepared to take their next steps in a diverse and ever changing future ready to make a positive contribution to society.

Through a broad programme of extracurricular activities students will have the opportunities to showcase their talents and experience new challenges.

We value individuals and all that they can offer as well as supporting each other with kindness and empathy.

Curriculum Intent for Graphic Design:

Our aim in the Design and Technology department is to encourage students to produce creative work which explores, records and reflects on ideas and experiences in their own and others' lives. We aim to encourage open minded, creative, critical, reflective thinkers who have the courage and confidence to contribute to the world around them. We provide a safe and respectful atmosphere where their creativity can flourish, they can problem solve and are not afraid to make mistakes. The curriculum in Design and Technology allows students to experience a range of different areas in design including Product Design and Graphic Design. We aim for students to realise the relevance of design in our modern culture whilst raising the awareness of career choices and engendering a love of the subject.

All teachers will follow the schemes of work provided by the department. This will ensure that all students receive the same high-quality provision. All units of work will provide a clear outline of the knowledge and skills required and assessments will ensure that this knowledge has been retained and that skills can be evidenced.

Teachers will ensure that gaps are closed through regular monitoring within the classroom. DINT activities will allow for interleaving and recap of previous learning. Misconceptions will be identified through effective questioning and the regular inspection of student work.

Graphics **Long Term Overview**						
Year Group	**Autumn 1**	**Autumn 2**	**Spring 1**	**Spring 2**	**Summer 1**	**Summer 2**
9	This unit introduces students to Graphic design which teaches a range of essential digital techniques using Adobe Illustrator & Photoshop, to build and develop fundamental skills to be used throughout the curriculum. Students will follow a range of teacher led tutorials experiencing specific tools in Illustrator concluding with a mini logo design project.			This unit introduces students to Graphic design practical based skills using Design Software. It teaches a range of essential digital design techniques in Adobe Photoshop and Illustrator allowing students to engage and explore the subject though Graphic Design briefs. Students will become designers and work in the style of a Graphic designer to create their own piece of design work. They will create a project based around Movie Promotional design.		
10	Skills workshops on the computer using photoshop & Illustrator tutorials	Contextual research into design styles and designers & drawn ideas	Illustrator work for development	Photoshop work for development	mixed media work for development	Producing the final outcome
11	Producing formal outcomes to project	Producing formal outcomes to project/Final Piece	Exam Project released- developing ideas, starting points, research and drawings	Developing exam project with designer inspiration, experiments and trials	Exam preparation/Return to Portfolio project to make improvements	N/A

Graphic Design: Medium Term Overview

Year 9	Rotation 1	Unit Title: Introduction to Logo Design	No of Lessons: 4/5
Overview/Intent	This unit introduces students to Graphic design which teaches a range of essential digital techniques using Adobe Illustrator, to build and develop fundamental skills to be used throughout the curriculum. Students will follow a range of teacher led tutorials experiencing specific tools in Illustrator concluding with a mini logo design project.		
Assessment	Knowledge of key tools in Design Software's & practical task (Design a logo).		

Essential Knowledge (what must students know):	Essential Skills (what must students be able to demonstrate):	Lessons:
Students will develop a range of essential digital techniques using Adobe Illustrator. **Terminology:** Design Evaluate Develop media Colour scheme Illustrate Shape Tone Composition	**Students will be able to:** • Students will be able to build on prior knowledge from the feeder schools and develop their design skills. • Students will develop new technical skills using Adobe Illustrator. • All students should be able to use subject specific vocabulary confidently when describing the key themes of this topic	1. Introduction to Graphic Design and Adobe Illustrator 'Adidas' logo tutorial. 2. Adobe Illustrator 'Instagram' logo tutorial. 3. Adobe Illustrator pen tool tutorial. 4. Introduction to Logo Design. Initial design sketches for a logo design. 5. Final Logo Design in Adobe Illustrator. *Assessment
Careers Links: Job roles in Graphic Design	**Enrichment:** Green Power Car	**My Personal Best:** **Creativity, Innovation, Self-Motivated, Self-Management, Active Listening**

Graphic Design: **Medium Term Overview**

Year 9	Rotation 2	Unit Title: Movie Promotion Design	No of Lessons: 12
Overview **Assessment**	This unit introduces students to Graphic design practical based skills using Design Software. It teaches a range of essential digital design techniques in Adobe Photoshop and Illustrator allowing students to engage and explore the subject though Graphic Design briefs. Students will become designers and work in the style of a Graphic designer to create their own piece of design work. They will create a project based around Movie Promotional design. Final movie poster design.		

Essential Knowledge (what must students know):	Essential Skills (what must students be able to demonstrate):	Lessons:
Students will learn how to work in the style of a graphic designer to create a piece of design work using digital techniques in illustrator and Photoshop, creating a project and outcomes using these techniques. **Terminology:** Design Evaluate Develop media Colour scheme Illustrate Shape Tone Composition	**Students will be able to:** • Students will be able to build on prior knowledge from the introduction course and further develop their design skills. • Students will develop more advanced technical skills using Adobe Illustrator and Photoshop. • All students should be able to use subject specific vocabulary confidently when describing the key themes of this topic • Students will develop a project though the initial research stage, design process and final outcome.	1. Mind Map: Initial research stage of the project, students to create a creative Mind Map for a range of movie factors. 2. Mood Board: Students to creative a mood board based around a chosen movie genre theme. 3. Designer research: Students to explore a range of graphic designers, creative a research page on one that will influence their project. 4. Designer research: Students to explore a range of graphic designers, creative a research page on one that will influence their project 5. Initial sketch ideas: Students to create a range of initial sketch ideas influenced via their chosen Graphic Designer and theme. 6. Illustrator movie poster tutorial: Teacher led tutorial modelling a good example of a 'Flat Design' style movie poster. 7. Illustrator movie poster tutorial: Teacher led tutorial modelling a good example of a 'Flat Design' style movie poster.

		8. Photoshop movie poster tutorial: Teacher led tutorial modelling a good example of a Photo Manipulation' style movie poster.
		9. Photoshop movie poster tutorial: Teacher led tutorial modelling a good example of a Photo Manipulation' style movie poster.
		10. Final design: Students to create their final movie poster design using either Adobe Illustrator or Photoshop.
		11. Final design: Students to create their final movie poster design using either Adobe Illustrator or Photoshop.
		12. Feedback / Develop final idea: Students to act up on feedback and develop their final design further.
Careers Links: Students will look at roles within the Graphic Design industry and study the work of an existing designer.	**Enrichment:** Green Power Car	**My Personal Best:** **Creativity, Innovation, Self-Motivated, Self-Management, Active Listening**

Graphic Design: Scheme of Learning

Introduction to Graphic Design –Logo Design

Lesson	Objective	Lesson Content	Resources and Scaffolding	Teacher Notes, additional planning etc
1	Students to know how to use the Selection & Shape tool in Adobe Illustrator to create a logo.	• Introduction to Graphic Design and Adobe Illustrator 'Adidas' logo tutorial.	Adobe Illustrator, Introduction PP, teacher led tutorial	
2	Students to further develop knowledge using the Pathfinder & Gradient tools in Adobe Illustrator to create a logo.	• Adobe Illustrator 'Instagram' logo tutorial.	Adobe Illustrator, teacher led tutorial	
3	Students to know how to use the Pen tool in Adobe Illustrator.	• Adobe Illustrator pen tool tutorial.	Adobe Illustrator, teacher led tutorial	
4	Students to understand what a successful logo design is and how to apply it to their own design work.	• Introduction to Logo Design. Initial design sketches for a logo design.	Paper, pencils, colouring pencils, Logo PP	
5	Students to create a final logo design using skills developed in Adobe Illustrator.	• Final Logo Design in Adobe Illustrator.	Adobe Illustrator	

Graphic Design: Scheme of Learning

Movie Promotion Design

Lesson	Objective	Lesson Content	Resources and Scaffolding	Teacher Notes, additional planning etc
1	Students to develop initial research stage of the project and know the purpose of and how to create a Mind Map	• Mind Map: Initial research stage of the project, students to create a creative Mind Map for a range of movie factors.	Paper, pencils, colouring pencils, Mind Map PP	
2	Students to develop initial research stage of the project and know the purpose of and how to create a Mood Board	• Mood Board: Students to creative a mood board based around a chosen movie genre theme.	Adobe Illustrator, Mood Board PP	
3/4	Students to create an artist research page for a chosen Graphic Designer	• Designer research: Students to explore a range of graphic designers, creative a research page on one that will influence their project.	Adobe Illustrator, Designers PP	
5	Students to create a range of sketch ideas for a movie poster in the style of a chosen designer.	• Initial sketch ideas: Students to create a range of initial sketch ideas influenced via their chosen Graphic Designer and theme.	Adobe Illustrator, movie poster PP	
6/7	Students to develop skills in Adobe Illustrator to create a promotional movie poster.	• Illustrator movie poster tutorial: Teacher led tutorial modelling a good example of a 'Flat Design' style movie poster	Adobe Illustrator, teacher led tutorial	
8/9	Students to develop skills in Adobe Photoshop to create a promotional movie poster.	• Photoshop movie poster tutorial: Teacher led tutorial modelling a good example of a Photo Manipulation' style movie poster.	Adobe Photoshop, teacher led tutorial	
10/11	Students to create a promotional movie poster.	• Final design: Students to create their final movie poster design using either Adobe Illustrator or Photoshop.	Adobe Illustrator / Photoshop	
12	Students to respond to feedback in order to improve outcome.	• Feedback / Develop final idea: Students to act up on feedback and develop their final design further.	Feedback	