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| **Key Stage 4 including Year 11 Subject: NCFE Level 1/Level 2 Graphic Design** |
| Intent | The Level 1/2 Technical Award in Graphic Design is designed for learners who want an introduction to graphic design that includes a vocational and project-based element. The qualification will appeal to learners who wish to pursue a career in the graphic design sector or progress onto further study.The qualification recognises the value of learning skills, knowledge and vocational attributes to complement GCSEs. The qualification will broaden the learners experience and understanding of key concepts within graphic design which will in turn grant the opportunity for further progression within this field of study.Learners who achieve at level 1 might consider progression to level 2 qualifications post-16, such as; GCSE in Graphic Design and Technology study at level 2 in a range of technical routes that have been designed for progression to employment, apprenticeships and further studyLearners who achieve at level 2 might consider progression to level 3 qualifications post-16, such as; level 3 National Diplomas or Extended Diplomas and A Level in Graphic Design (this will support progression to higher education)To be awarded this qualification, learners are required to successfully demonstrate the knowledge and skills to meet the requirements of all 6 mandatory content areas which will be delivered through a range of modes to facilitate the development of; practical competency, analytic skills and the theoretic knowledge necessary for the successful completion of the 2 external assessments set by NCFE: **one** non-exam assessment and **one** written examined assessment. Only one attempt at each assessment is permitted. Learners will complete content area 1 through to 8 in that order before moving on to the assessments.All lessons will provide bespoke teaching focussing on individual learner needs. Summer term will be used for revision sessions with topics selected based on whole class needs whilst continuing to provide individualised bespoke teaching. Timed exam and longer mark exam questions will be provided routinely to help prepare students for mock exams. |
| Implementation | **Year 9**  | **Year 10**  | **Year 11** |
| **Autumn Term** **Content Area 1-****Components of graphic design****To include:*** Line
* Colour
* Tone
* Composition
* Typography
* Imagery

**Content Area 2-** **Visual language of graphic design** **To include:**Graphic design principles for local services.**Content Area 3-** **Work of graphic designers****To include:****a)Types of graphic design work****b)Visual identity:*** Logo
* Brand identity
* Style Guides
* Packaging design for:
* Food
* Drinks
* Storage
* Products
* Marketing and advertising:
* Leaflets and flyers
* Magazine and newspaper advertisements
* Posters, banners, billboards

Spring Term **Content Area 3 Cont’d-** **Cover artwork:*** Music albums
* Books
* **Environmental:**
* Exhibitions
* Murals
* Event and conference space
* Museum display
* Special events:
* Launch events
* Celebrations
* Fayres
* Retail space

Summer Term **Illustration:*** Graphic novels
* Comic strips
* Websites
* Album and book covers
* Infographics
* Technical illustrations
* Fashion and textiles
* Video games
* Typography:
* Kerning
* Leading
* Typeface
* Size
* Tracking
* Serif
* San serif
 | **Key Concept** -Learners will be able to develop an understanding of how line, colour, tone, composition, typography and imagery are used in traditional and contemporary graphic designs.-To provide learners an understanding of the visual language of graphic design to develop the concepts of how communication, aesthetics and context are used in traditional and contemporary graphic designs.-To allow learners an understanding of the wide range of graphic design works and their associated features this will develop the understanding of how graphic design is used across disciplines and industry sectors.Will support the learner to understand how designers work across the industry sectors and in what capacity. The full range of design briefs should be explored inclusive of commercial, competition, collaborative, online and open call, to ensure learners have a full understanding of the diverse work that graphic designers undertake.- | **Autumn Term** Recap of:**Content Area 1-****Components of graphic design****Content Area 2-** **Visual language of graphic design****Content Area 3-** **Work of graphic designers**Spring Term**Content Area 4-****Requirements of a graphic design brief****To include:*** Develop understanding and awareness of the types of graphic design briefs.
* Analyse and implement all necessary graphic design brief requirements.
* Discuss and evaluate given design constraints.

Summer Term **Content Area 5-****Planning and development processes** **To include:*** stages of the development process
* planning
* Design development
* Components and properties when planning graphic design work
* planning
* design principles
* techniques
* free hand drawing
* creating the components of the design

**Content Area 6-****Graphic design production** **Experimenting with tools, materials and techniques****Components of graphic design****Tools****The learner will understand experimental application of tools in graphic design:**• tablet • scanner or scanner apps • software applications • camera • computer **Materials****The learner will understand experimental application of materials in graphic design:**• paints • inks • paper • marker pens • charcoal • card • acetate **Techniques****Ongoing review**  | Key Concept -Learners will be able to develop an understanding of how line, colour, tone, composition, typography and imagery are used in traditional and contemporary graphic designs.-To provide learners an understanding of the visual language of graphic design to develop the concepts of how communication, aesthetics and context are used in traditional and contemporary graphic designs.-To allow learners an understanding of the wide range of graphic design works and their associated features this will develop the understanding of how graphic design is used across disciplines and industry sectors.-Will support the learner to understand how designers work across the industry sectors and in what capacity. The full range of design briefs should be explored inclusive of commercial, competition, collaborative, online and open call, to ensure learners have a full understanding of the diverse work that graphic designers undertake.-An understanding of how digital skills are used in the creation of graphic design works will support the learner to understand how designers work with their development work to create a final solution. These will include other physical, traditional production methods such as drawing, painting and printing where applicable.The learner will understand experimental application of tools, materials, and techniques to create the components of graphic design.The learner will understand experimental application of tools, materials and techniques in relation to the components of graphic design.-The learner will understand experimental application of techniques in graphic design:• colour mixing • sketching • gradients •contrast • alignment • digital image manipulation • digital illustration • photography • mono print  | **Autumn Term** Recap of:**Content Area 1-Components of graphic design****Content Area 2-** **Visual language of graphic design****Content Area 3-** **Work of graphic designers****Content Area 4-** **Requirements of a graphic design brief*****Winter Mock Exams:******NFCE Graphic Design Written mock Exam***Spring TermRecap of:**Content Area 5-****Planning and development processes** **Content Area 6-****Graphic design production** ***Spring Mock Exams******Non-Exam Assessment-Externally set (Synoptic assessment)*** ***Graphic Design non exam assessment*** Summer Term **Revision for content area 1-6*****Non exam assessment Moderation Process.******External Summer National Exams******Graphic Design written External exam*** | Assessment Objective **AO1: Recall knowledge and show understanding.** The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding.**AO2:**  **Apply knowledge and understanding.** The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations.**AO3:** **Analyse and evaluate knowledge and understanding.** The emphasis here is for learners to develop analytical thinking skills to make reasoned judgements and reach conclusions.**AO4:** **Demonstrate and apply relevant technical skills, techniques and processes**.The emphasis here is for learners to demonstrate the essential skills relevant to the vocational sector by applying the appropriate processes, tools and techniques. **AO5: Analyse and evaluate the demonstration of relevant technical skills, techniques and processes.**The emphasis here is for learners to analyse and evaluate the essential technical skills, processes, tools and techniques relevant to the vocational sector. |
| Impact | ***AP1*** | ***AP2*** | ***AP3*** |
|  ***Autumn 2 diagnostic assessment*** ***End of content area assessment*** ***NFCE Graphic Design Written mock Exam (year 11s only).***  | ***Spring1 Diagnostic Assessment******End of content area assessment***  | ***Spring Mock Exams- year 11s only*** ***Non-Exam Assessment-Externally set-YR11s******Graphic Design non exam assessment***  | ***External Summer National Exams*** ***Non exam assessment Moderation Process.******Graphic Design written External exam*** ***End of content area assessment -Year 9-10 only***  ***Summer 1 Diagnostic Assessment- year 9-10 only*** |