

Graphic Design is a GCSE option therefore only delivered at Key Stage 4.



SCAN HERE FOR LINKS TO MORE DETAILED CURRICULUM INFORMATION.

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Components of Graphic Design

Learning will focus on key aspects of graphic design including:

- Line
- Colour
- Tone
- Composition
- Typography
- Imagery

Work of Graphic Designers

Learning will focus on:

- Visual identity - logos
- Packaging design
- Marketing and advertising
- Layout and print
- Environmental impact
- Illustration
- Typography
- Employment opportunities

Requirements of a Graphic Design Brief

Learning will focus on:

- Different clients: corporate, public sector or independent
- Purpose, research and analysis
- Copyright considerations
- Target audience
- Contextual factors

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Planning, Development and Experimentation of a Graphic Design Brief

Learning will focus on:

- understanding the stages of the development process as well as techniques, components and properties when planning graphic design work.

Graphic Design Production

Learning will focus on:

- Line
- Colour
- Tone
- Composition
- Typography
- Imagery

Display, Present and Promote Graphic Design Work

Learning will focus on presenting work in the following formats:

Digital:

- Website
- Social media
- Static
- Interactive
- Vlog or blog
- Showreel
- Pitching

Physical:

- Presentation folder
- Exhibition
- Design sheets
- Presentation boards
- Book