

Title – Graphic Communication			
For more information, please consult: Mrs A Butler or Edexcel/Pearson online			
HOD name, job title and email - A Butler Head of Art and Design AButler@gilesacademy.co.uk			
Examination Board: Edexcel			
Qualification: GCSE			
Tiers: N/A			
Grades: 1-9			
Why study subject name? / Learning Aims / Learning Objectives			
<p>Graphic Communication is a popular subject in KS4. Graphic Communication is an interesting and Challenging subject that will prepare you well for a broad range of careers in the arts. If you are interested in working within the arts or would just like to have a subject that is different to your other subject choices and allows creative freedom then Graphic Communication is the choice for you. You will be introduced to a variety of skills such as 2D, 3D, Animation, Photoshop, Stenciling and Mixed Media. You can bring your own interests where appropriate into the subject and produce a variety of visually interesting and stimulating pieces of work.</p> <p>Learning Aims: To gain a critical understanding of various art practitioners. How to use a variety of media and techniques within Graphic Communication. Develop and push creative skills.</p>			
What will I be learning and progressing to each year?			
Year	Key Knowledge	Key Skills	Key Vocabulary
9	2D Materials (Refining, introduction of new) 3D Materials (Refining, introduction of new) Animation skills, and new computer software Stencilling skills Understanding how to build a personal portfolio ready for Year 10. Critical understanding of Artists work	Drawing Painting Analysing Literacy Research Animation Stencilling Photoshop	Surface, texture, tone, sculpture, Mixed Media, Form, Animation, Portfolio, Analysis, Develop, refine, record, Stop motion, Photography, Stencil, composition.

knowledge organiser – Based around the 4 assessment objectives.

Homework – All individually set based around current point in project work.

Vocabulary - – A full Vocabulary list will also be available on the Giles Academy website.

The content of your curriculum in this academic year for your subject – Students are introduced to The basics of Composition within Graphic Design and produce a short project based around their personality and identity. They will use both text and image to produce a piece of Graphics that reflects their personality. Students are then moved onto the next project and introduced to the four assessment objectives at GCSE. This project is usually based around recycling and the environment. They will research, develop and refine some ideas using Photoshop and stencilling. They will then create a final outcome in either the stencilling or a digital media. The next short project is based around festivals and designing of a poster and ticket for their own festival. Again students will research, develop and refine ideas either digitally or using more traditional

Students must:		% in GCSE
A01	Develop ideas through investigations, demonstrating critical understanding of sources	25
A02	Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes	25
A03	Record ideas, observations and insights relevant to intentions as work progresses	25
A04	Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language	25
Total		100%

Students will also be introduced to the four Assessment objectives above and how they can structure a project to meet those objectives.

Year	Key Knowledge	Key Skills	Key Vocabulary
10	Understanding of building their Personal Portfolio Understanding the Assessment objectives Understanding the time frames	Drawing Painting Analysing Literacy Research Animation Photoshop Stenciling	Surface, texture, tone, Mixed Media, Form, proportion, Portfolio, Analysis, Develop, refine, record, Animation, composition
	knowledge organiser – Based around the 4 assessment objectives	Homework - All individually set based around current point in project work.	Vocabulary - A full Vocabulary list will also be available on the Giles Academy website.
	The content of your curriculum in this academic year for your subject – Students will begin their Personal Portfolio at the beginning of Year 10. This is worth 60% of their overall GCSE grade. Year 10 will consist of two/three large projects. The first of those projects we will look at Modern Graphic design Genres, Bauhaus, Russian Constructivism, Minimalism and Dada. Students will be asked to research, develop and refine ideas based around these Genres and produce Magazine covers in that particular style. Students can advance onto producing pages from their magazine or even other advertisements for it. Taking your own photographs is a hugely important skill involved in your Graphic Design portfolio. The second project students will move onto is based around the Mexican Day of The Dead festival. Students are asked to produce advertisements for an exhibition of work being held at the Tate Modern. It follows the same format as the first project also allowing for further development after completing most areas. There is also scope for another project in the summer term again focusing on advertisements for a local Art Gallery.		
Year	Key Knowledge	Key Skills	Key Vocabulary
11	Understanding of building their Personal Portfolio Understanding of building their Externally Set Assignment Understanding the Assessment objectives Understanding the time frames	Drawing Painting Analysing Literacy Research Animation Stencilling Graffiti	Surface, texture, tone, Mixed Media, Form, proportion, Portfolio, Analysis, Develop, refine, record

	knowledge organiser – Based around the 4 assessment objectives	Homework - All individually set based around current point in project work.	Vocabulary - A full Vocabulary list will also be available on the Giles Academy website.
<p>The content of your curriculum in this academic year for your subject – Students will begin with their final Personal Portfolio project which they will complete as their Pre Public Examination in December. This work will complete their Personal Portfolio and 60% of their GCSE course. In January the Examination board will release the Externally Set Assignment (Final 40%) and students will be given this title straight away to begin working on. This Assignment is delivered and completed in exactly the same way as the Personal Portfolio but will have a shorter time frame for completion. The Examination will usually take place late April or early May. Students will be required to be in Examination conditions for 10 Hours supervised by an art specialist producing a planned response to the Examination title.</p>			
<p>How will my work be assessed? / assessment components / frequency / term</p>			
Y9	Once termly using GCSE assessment mark sheets complimented with green sticker on back of assessment sheet. Verbal feedback provided continuously.		
Y10	Once termly using GCSE assessment mark sheets complimented with green sticker on back of assessment sheet. Verbal feedback provided continuously.		
Y11	Personal Portfolio project will be marked on three occasions. Once to provide formative feedback using both the GCSE assessment mark sheet and green sticker. Repeated after pupils complete their PPE and once more without feedback once pupils have made their final improvements. These final marks are given to exam board. During the pupils exam preparation their work will be assessed once using the GCSE assessment mark sheet and the green sticker to provide feedback. Their work will be formally assessed again upon completion of two day sustained focus exam, with these marks being provided to the exam board. Pupils will receive verbal feedback continuously.		
<p>Extra-curriculum activities / Trips / Work experience / Community cohesion / Events participation</p>			
<p>Trips to art galleries when available. For Year 10 and Year 11 pupils lunchtime intervention to help further pupils work is available. Through negotiation with classroom teacher after school art sessions can be arranged. For Year 11 pupils holiday intervention is made available in the October Half term, February Half Term and the Easter Holidays to further help support the pupils work.</p>			
<p>What would this subject enable me to do when I finish school? / Career Paths</p>			

A range of career options can be found in our Careers booklet.



How parents or other members of the public can find out more about the curriculum your subject is following

<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/art-and-design-2016.html>

Examples of pupils work on the schools Flickr account <https://www.flickr.com/photos/130038364@N07/albums>

Image