

Curriculum Implementation – Graphic Communication

Key Stage 3 and 4

Key Concepts Taught



- Communication graphics
- Design for print
- Advertising and branding
- Illustration
- Package design
- Typography
- Interactive design (including web, app and game)
- Multi-media
- Motion graphics
- Signage
- Exhibition graphics

How You Receive Feedback



- Self-assessment
- Peer assessment
- Written formal feedback
- Ongoing verbal feedback





How do Lessons Link to Key Concepts



- Develop their ideas through investigations informed by selecting and critically analysing sources.
- Apply an understanding of relevant practices in the creative and cultural industries to their work.
- Refine their ideas as work progresses through experimenting with media, materials, techniques, and processes.
- Record their ideas, observations, insights, and independent judgements, visually and through written annotation, using appropriate specialist vocabulary, as work progresses.
- Use visual language critically as appropriate to their own creative intentions and chosen area(s) of study through effective and safe use of:
 - media
 - materials
 - techniques
 - processes
 - technologies
 - use drawing skills for different needs and purposes, appropriate to context
- Realise personal intentions through sustained application of the creative process.

How we get Support with our Lessons



- Drawing templates
- Scaffolding
- Sentence starters
- Templates on Canva
- Design workshops





**Retrieval Practice
Opportunities /
Supporting Ways
to Help us
Remember**



- NOW Tasks
- Written annotations
- Analysis of outcomes
- Experimentation

**Opportunities for
Literacy**



- Written annotations
- Analysis of outcomes
- Evaluations
- Research and analysis of designers

**Opportunities for
Numeracy**



- Dimensions 2D and 3D
- Technical drawings
- Perspective drawings

**Opportunities for
Oracy**



- Written annotations
- Analysis of outcomes
- Evaluations
- Research and analysis of designers
- Critical analysis





Opportunities for Character Education



- Developing independent research skills.
- Explore own interests and inspiration.
- Explore the design journey and create a unique final outcome.

Opportunities for SMSC



- Diverse representation of designers and design disciplines.
- Gender, culture, ethnicity & age.
- Inclusivity.
- Inspiration.

Opportunities for Assessing Learning



- Linking learning – what we did last lesson, this lesson and what we will do next lesson
- Student overview sheets and ongoing NOW tasks.
- End of unit assessments and feedback.

