Graphic Communication
KS4 Learning Journey

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Annotate Evaluate Justify personal decisions.

AO4

CAT 6 AO4

Produce a personal response.

Exam

Exam – 40% of overall grade.

Independent Application of skills and knowledge in response to an externally set exam paper.

Clear refinement as the project develops should be evident at this stage.

AO3

Primary source photography is collected and gathered to inform personal response

Refining

Development of Ideas

Recording

Skills refined to resolve ideas and demonstrate progression.

Thematic link to all project work.

Knowledge and Understanding developed

Coursework – 60% of overall grade.

Exploration of a range of starting points – Decide on investigation pathway/ project concept.

Experimenting with different techniques

CAT 4 AO2

Market Research

Students will present a personal and meaningful response to the brief.

GCSE: Personal project

AO1

Develop and generate ideas.

Explore a range of artists and designers linked to your theme.

AO2

Students will develop skills in designing for a purpose and addressing social issues within their work.

Designing for a purpose

CAT Produce a personal response

CAT 3 AO1

Responding to a brief

Social Issue Project

CAT 2 – Experiment/ Refine/ Resolve AO2/AO4

Enhancing knowledge and understanding requirements of Assessment Objectives

CAT 1 – Ability to develop ideas AO1/AO3

AO3

Birmingham Trip

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AO4

Produce a final piece.

Realising an Outcome

Typography Focus

Students will develop work with the use of their own primary images.

Generate individual ideas

Throughout year 9 students develop their understanding of the assessment objectives. What do they mean?

Advertisement: Birmingham

AO1

Illustrator Photoshop Digital media Collage Vectorising

ELY CATHEDRAL

AO2

Students will research a range of Artists with reference to historical and contemporary practitioners to inform their project.

Refine and develop designs with industry practices.

AO4

CAT Produce a personal response

Digital focus

Responding to a brief

Skills explored

Applying skills learnt to a new brief.

Students will develop their ability to critically analyse the work of artists.

Students learn how to develop an art project – focus on the creative process and working to a brief.

Vectorising Digital Glitch Text Double exposure Editing Adjustments

AO2

Experimenting with different techniques

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AO2

Experimenting with different processes.

Responding to artists.

AO1

Illustration

Introduction to Graphic communication

Typography Colour Shape Logo Design

Distorted Portraits

Ps

Illustrator Photoshop Digital media Collage Manipulation

Ai

CAT Application of knowledge and skill

OCR Exam Board GCSE Art and Design/ Graphic Communication

START

Skills workshops on key design and formal elements.

Skills explored

CAT Produce a personal response

Developing digital skills.

Skills explored

AO1

Responding to artists