

## 'Good Art Inspires. Good Design Is Understood. Good Design Is an Opinion. Good Design Is a Skill. Good Design Sends the Same Message to Everyone. Design is everywhere.'

'Creativity is allowing yourself to make mistakes, Design is knowing which ones to keep.'

Half term	Unit title	Key knowledge/ Content to learn and retain	Essential skills to acquire (subject & generic)	Link to subject ethos and driver (Creativity is allowing yourself to make mistakes, Design is knowing which ones to keep)	Anticipated misconception s	Links to previous KS	Links to future KS	Opportunity for stretch for high prior attainers	SMSC & British Values	Cultural Capital	Career Link
1	The Elements Restaurant Brand: Market Research Initial Idea Design	Appropriate subject specific terminology	Multimedia experimentation - workshop layout including both hand and digital manipulation Variety of tools in Photoshop mainly utilising: Move, selection, brush, fill and pen tools Appropriate and accurate use of key subject terminology when analysing an artist The ability to appropriately analyse own outcomes to evaluate and suggest further improvement	Develop resilience in allowing yourself to make mistakes and have the knowledge and skills to overcome and develop from the mistakes Dissecting mistakes made, learning from them and keeping appropriate aspects	Appropriate use of key subject terminology and how it applies to different contexts Use of processes in Photoshop Sustained idea development and the combination of skills and techniques visited	Idea development Previous experience with media are utilised and built upon. Key skills developed strategically throughout KS3 before being built upon during the GCSE course.	Transferable photoshop skills into A Level Photography	Additional artist links made available to further cement an understanding of the topic and allow for further, appropriate and accurate idea development, improving on outcomes for AO4.	SMSC Spiritual education involves the awe and wonder of art that is shown to students. Students demonstrate their Spiritual development through their pride in their own work and their curiosity in investigating styles, genres and artists from a range of movements. British Values: Democracy Working within a supportive atmosphere, where pupils are encouraged to view and offer feedback and	Students learn to appreciate and value images and artefacts across times and cultures, and to understand the contexts in which they were made. Real world examples are used regularly so pupils gain an understanding of the world of Graphic Design around them	Professional equipment is used so pupils will gain an understanding of industry standard software and processes. The variety of different techniques and processes used throughout the course give pupils an insight into potential fields of work that they could explore.
2	Digitally drawn finals and colourways	Pen Tool and colour affecting tools in Photoshop									
3	Development and Refinement										Working within a timeframe, with a deadline, to get
4	Practical Application	Mixed Media experimentation workshops									all appropriate work completed on time Typographer
									support on		Art/ Design/

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								others' work. <b>Rule of Law</b> Environment where pupils feel safe and secure to work. Rules involving printing and technical equipment as well as following school policies and procedures for behaviour		Colour consultant Logo /Branding designer Packaging Designer Fashion merchandising Art critic
5	Mental Health Awareness Magazine: Image Analysis	Image analysis. Manual media Experimentation. Emotion photoshoot with multiple exposure. Digital manipulation and idea development - Peter Max, Mike Godwin, Stefan Sagmeister, Neville Brody, Dan Mountford, Marvel Avengers, Ghost in a Shell/3D films, Tanner Grammar, Michal Macku.	Appropriate and correct use of a camera Multimedia experimentation - workshop layout including both hand and digital manipulation Variety of tools in Photoshop mainly utilising: Move, selection, brush, fill and pen tools Appropriate and accurate use of key subject terminology when analysing an artist The ability to appropriately analyse own	Develop resilience in allowing yourself to make mistakes and have the knowledge and skills to overcome and develop from the mistakes Dissecting mistakes made, learning from them and keeping appropriate aspects	Appropriate use of key subject terminology and how it applies to different contexts Use of processes in Photoshop Sustained idea development and the combination of skills and techniques visited	Idea development Previous experience with media are utilised and built upon. Key skills developed strategically throughout KS3 before being built upon during the GCSE course.	Additional artist links made available to further cement an understanding of the topic and allow for further, appropriate and accurate idea development, improving on outcomes for AO4.	Respect and Tolerance Grow an appreciation of art and design from other cultures, religions and beliefs. Respect others' opinions and work when offering feedback and respect those that are offering or receiving support. Embrace diversity and tackle stereotypes Individual Liberty Given the chance to explore one's own uniqueness through idea	Students learn to appreciate and value images and artefacts across times and cultures, and to understand the contexts in which they were made. Real world examples are used regularly so pupils gain an understanding of the world of Graphic Design around them	Professional equipment is used so pupils will gain an understanding of industry standard software and processes. The variety of different techniques and processes used throughout the course give pupils an insight into potential fields of work that they could explore. Working within a timeframe, with a deadline, to get all appropriate work completed on time
6	Cover Design	Digital manipulation and idea development - Peter Max, Mike Godwin, Stefan Sagmeister, Neville Brody, Dan Mountford, Marvel Avengers, Ghost in a Shell/3D films, Tanner Grammar, Michal Macku.	outcomes to evaluate and suggest further improvement					development and personalised outcomes. Provide a safe environment where pupils can express themselves to personally develop		Art and Design can be great preparation for any career that requires fine motor skills, presentation skills, an eye for aesthetics and creative thinking Book illustrator Book Cover designer Magazine Layout Designer Typographer

					Art critic
					Sign writer
					Museum curator
					Art analyst
					Journalist
					Comic book writer/ designer/ illustrator