## Long Term Plan <<Year | | Graphic Communication>>



'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	Mental Health Awareness Magazine: Cover Design and Application	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	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.	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	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
2		ldea Development.	analyse own outcomes to evaluate and						view and offer feedback and support on		Book illustrator  Book Cover

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3 4 5	Externally set Exam	Utilise prior skills, knowledge and understanding to successfully resolve a brief that is set by AQA.	suggest further improvement Utilising the grid system to appropriately place content	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			others' work.  Rule of Law 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  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	designer  Magazine Layout Designer  Typographer  Art critic  Sign writer  Museum curator  Art analyst  Journalist  Comic book writer/ designer/ illustrator
6				develop from the mistakes  Dissecting mistakes made,			Embrace diversity and tackle stereotypes Individual	
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