Programme of Study: Festival Cookie Bag

YEAR 7 GRAPHIC COMMUNICATION POS 2021 / 22

Photoshop Front CoverFestival Research & Mode bardMarket Research & Logo DesignDesign (blas & AnalysisFinal Design & EvaluationWorking to a specific design Brief: Create a Festival Inspired Cookie Bag. Learning the skills.Researching different cultural festivals and the work Jaco? How the the work Jaco? How the them is the FUNCTION.Researching (blas and traditions from different festival inspired Cookie Bag. Using tarket magery and the work Jaco? How the them is the FUNCTION.Focusing on key imagery to create a modo board.Focusing on key imagery to create a magery and the work Jaco? How the the work Jaco? How the them is the FUNCTION.Creating a log for a by hand and digitally shapes, colour and forat. Researching marketing, packaging, and how this fas changed throughout them is the FUNCTION.Creating a log for a by hand and digitally to a refine and improve to refine and improve to refine and improve technology, styles and the develop into final design indea is technology, styles and the develop into final design indea is technology, styles and the develop into final design indea is technology, styles and to refine a range of ideas.Creating allog of a and evelop into final design idea is technology, styles and technology, styles and the develop into design.Selecting imagery and technology, styles an	Intro: Graphic Design	Stage 1:	Stage 2:	Stage 3:	Stage 4:	Stage 5:
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	form their front cover.	Duplication		drawn and digital	into final design ideas.	

	Mirror-symmetry	shape, tone, blending	techniques to create		Printed final product
Outcomes:	Proportion	and style.	own logo design.		and construction of
	Magic Eraser / editing			Outcomes:	Festival Cookie Bag.
 Understanding the role 	Layering images Scale		Outcomes:	 Creating a range of 	
of Graphic Design	Layout		Understanding design	design ideas based on	Present finished final
• Expectations		Outcomes:	process	research and	design and evaluate
Gain an understanding	Outcomes:	Researching festival in	Research logo design	development so far.	against the original
of a Brief	 Understanding the 	more depth	Packaging / recycling	 Incorporating festival 	Brief with peers.
Learning skills in	Brief, exploring	• Exploring the meaning	Environment impact	theme and flavours	
Photoshop Magic easer,	ideas more depth	of typography and	Branding / logos	typography, mood-	
Free Transform, Scale	Creating a mood-	uses through history	Demographic	board imagery and	Outcomes:
• Creating a front cover for	board based on	Creating their own 2D	Logo design	logo to help create a	 Selecting and
their design folder to	their chosen festival	hand drawing	Create a final logo	range of ideas.	developing final idea
show understanding of	 Building and 	typography design		• Using hand drawn and	Using previous
Design brief / new	developing upon	based on their chosen	Rationale:	digital techniques to	analysis, work and
Photoshop skills, Layout	existing Photoshop	festival and flavours of	<u>Nationale.</u>	produces different	research to refine
composition	skills: Duplicate/	the cookie	Students to	designs based on	and develop final
composition	mirroring, scale,	Making connections with	understand the	chosen festival and	idea ready for print
Rationale:	magic easer, layers	the Brief their chosen	design process from	cultural provenance.	and construction,
	Composition	theme and the	idea to final design.	Using peer and self-	 Final Design to link
Introduction to Graphic		Typography Cultural	idea to final design.	assessment to analyse	to previous learning
Design and	Rationale:	provenance: flavours	Having a BRAND and	ideas according to	Selecting final
expectations. The role of		associated with the	what this means.	design brief and	design to present /
a Graphic Designer and	Exploring work by	theme	Target audience,	specification.	create.
career opportunities.	Graphic Designers	 Sharing ideas with 	demographics and		 Evaluation with
concert of the second sec	and cultures.	peers.	marketing.	Rationale:	peers
Exploring Project			marketing.		P
Specification,	Developing	Rationale:	The impact and	Exploring a range of	Rationale:
Photoshop and	Photoshop skills		responsibility of	different media types	
instructions. Using the	further	Understanding the use	companies and the	and skills to build up to	To show
project Brief to learn		of Typography in	environment by	create a range of	development and
Photoshop by creating a	Understanding and	Graphic Design	means of packaging,	design ideas to answer	understanding of
front cover for their	researching key		materials, waste and	Project Brief. Building	Brief and
folder linked to the	imagery from their	How has developed	recyclability.	on skills learnt so far.	Specification of
theme.	chosen festival	throughout history and	recyclability.		project.
	(cultural provenance)	how technology has	Creating a final Logo	Using the development	
		changed.	design that will be	of project so far to	To explore packing,
	Using Mood board as	-	used on design ideas	refine into specific idea	cultural provenance,
	a design reference	How typography is	and packaging. What	outcomes.	festivals and
	later in the project.	used in design and	a logo conveys about		traditions from
		packaging today.	a Brand.	Exploring a range of	around the world.
				techniques – hand	Also exploring

		Students to develop their own typography style based on their chosen festival. Focusing on drawing techniques (not all design is dependent on digital technology) Creating a final design that will be incorporated into their design ideas (and can be developed further using Photoshop – to encourage design and the rationale that design starts with simple sketching techniques – not a heavy dependence on ICT)	Create a range of logos to select the best one based on peer assessment and discussion.	draw and digital outcomes – also importing and developing logos, typography and images form mood board to use in their design ideas. Student should display their understanding of Project Brief and Specification in their design ideas (design realisation). Peer and self- assessment of design ideas will be conducted for students to develop further into Final Design.	design elements of typography, logos, marketing and environmental issues to produce a final design. Print and construct final 3D design for peer and self evaluation Students to learn skills in preparation for Year 8 and to develop further to possible GCSE option.
Homelearning – See HL sheets	Homelearning – See HL sheets	Homelearning – See HL sheets	Homelearning – See HL sheets	Homelearning – See HL sheets	Homelearning – See HL sheets
• Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	• Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	• Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	• Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	• Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	• Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate
 Pupils will undergo a range of assessment: Continual formative feedback from teacher. Peer and self-assessment Summative grading of each finished outcome 		End of project assessment to cover: final cookie bag design FHS band linked to the school flight path and GCSE marking matrix		Graphics folder, practical work and Photoshop digital catalogue of work. Final 3D cookie bag product.	

Key words:	Links to Maths:	Big Picture:
Layout Graphic Design Brief / Specification Theme Function / Uses Analysis Mood-Board Logo / Branding Demographic Marketing / Target Market Cultural Provenance Recycling / Environment	Duplication Proportion Symmetry Rotation Mirror symmetry 2D / 3D design 3D construction Dimensions Measurements	<complex-block></complex-block>