

Programme of Study: Pizza Box from Around the World

YEAR 8 GRAPHIC COMMUNICATION POS 2021 / 22

Intro: Graphic Design Photoshop Front Cover	Stage 1: Polygonal Drawing / Typography Design	Stage 2: Mood board Letter	Stage 3: Market Research & Logo Design	Stage 4: Design Ideas & Analysis	Stage 5: Final Design & Evaluation
<p>Working to a design Brief: Creating a Pizza Box inspired from a specific country.</p> <p>Introduction to Graphic Design in Year 8. How we will develop skills from Year 7 and build upon them for Year 8.</p> <p>Links to GCSE options and careers.</p> <p>Discussion of the project expectations and outcomes.</p> <p>Working towards a Brief – Pizza Box inspired by a country.</p> <p>Developing Photoshop Skills</p> <p>Creating Front Cover</p> <p>Showing understanding of project through choices of imagery.</p> <p>Exploring landmarks, cultures, flavours and other iconic imagery from around the world (cultural provenance).</p>	<p>Researching different drawing techniques to explore pizza box shapes.</p> <p>Exploring pizza box shapes and isometric drawing. Looking at Polygonal pizza box designs and developing drawing techniques.</p> <p>Drawing a chosen pizza box using 3D planes of X, Y, Z (depth vertices)</p> <p>Drawing polygonal shapes and possible pizza box designs.</p> <p>Focusing on recyclable qualities and environmental factors. Exploring materials used in packaging and recycling. Discussions on environmental factors.</p> <p>Looking at current pizza box designs and shapes.</p>	<p>Focusing on key imagery from chosen festival to develop further: Typography design and research.</p> <p>Exploring typography and building upon learning in Year 7.</p> <p>Researching imagery from chosen country to now develop into a letter mood board. Exploring key elements, imagery from different countries and how this imagery can be developed into a visual mood-board.</p> <p>Exploring cultural provenance from chosen country and combining this with new skill in Photoshop (Paste Special / Paste into) using more advanced skills from Year 7.</p> <p>Presenting final piece that should have clear links to country and can be used to develop further / reference for later.</p>	<p>Creating a logo for a Pizza Brand linked to chosen country. Researching marketing, packaging, recycling, materials and demographics.</p> <p>Researching demographics, target audience, mood and brands.</p> <p>Understanding the Design Brief, audience, demographic and competitive pizza brands.</p> <p>Researching current Brands and logos. Creating a logo linked to ingredients, country images and traditional logo techniques to create a pizza brand.</p> <p>Using digital outcomes to develop logos from initial sketches. Logo will be used on final designs.</p>	<p>Creating design ideas by hand and digitally. Using previous research and learning to develop ideas. Using analysis to refine and improve ideas further to final design.</p> <p>Use Photoshop and drawing technique to create a range of ideas.</p> <p>Selecting imagery from design folder so far: Mood Board letter, research and Logo to develop further. Also drawing upon marketing research, packaging and demographics to help aim their designs at a specific audience and be consistent with Pizza Box designs / forms and shapes.</p> <p>Students will be given 3D templates to use as a design base (scaffolded choices given) that will then be used to develop into final design ideas.</p>	<p>Realising our final design idea into a final 3D product (pizza box). Final 3D design made, presented and evaluated.</p> <p>Selecting final idea to develop into final design using Photoshop and 3D template.</p> <p>Using all previous learning to refine and synthesize into a final product.</p> <p>Final Design should Incorporate elements of previous learning: Photoshop Mood board Research Logo Market research Cultural provenance</p> <p>Printed final product and construction of Pizza Box from Around the World.</p>

<p>Outcomes:</p> <ul style="list-style-type: none"> • Understanding the role of Graphic Design • Expectations • Project Discussion • Developing Photoshop. • Creating a front cover for their design folder to show understanding of Design brief / new Photoshop skills <p><u>Rationale:</u></p> <p>Graphic Design expectations. The role of a Graphic Designer, career opportunities, GCSE options for Year 9.</p> <p>Exploring Project Specification, Photoshop and instructions. Using the project Brief to learn Photoshop by creating a front cover for their folder linked to the theme.</p>	<p>Outcomes:</p> <ul style="list-style-type: none"> • Developing graphic design skills and understand 3D drawing • Exploring different pizza box shapes • Creating a final pizza box drawing using 3D dimensions • Researching recycling and material qualities of existing pizza box packaging. <p><u>Rationale:</u></p> <p>Exploring drawing techniques and developing Graphic Design skills further.</p> <p>Learning about polygonal shapes, forms and traditional 2D & 3D drawing techniques. Isometric drawing of a pizza box</p> <p>Considering environmental factors such as materials, recycling and impact on the environmental factors.</p>	<p>Outcomes:</p> <ul style="list-style-type: none"> • Researching chosen country in more depth • Building upon learning in Year 7 and new Photoshop skills. • Creating finished letter mood board • Exploring cultural provenance. • Sharing ideas with peers. <p><u>Rationale:</u></p> <p>Understanding the use of Typography in Graphic Design</p> <p>Collecting imagery to refer to later in the project.</p> <p>Collecting and researching images linked to ideas and cultural provenance.</p> <p>Developing Photoshop skills that will be used for design ideas later.</p>	<p>Outcomes:</p> <ul style="list-style-type: none"> • Understanding design process • Research • Packaging / recycling • Environment impact • Competition • Branding / logos • Demographic • Logo design • Create a final logo <p><u>Rationale:</u></p> <p>Exploring branding, demographics and marketing.</p> <p>Developing a Brand and a logo design linked to intentions, country and key flavours (cultural provenance).</p> <p>Developing a logo brand through hand drawn techniques to a final digital outcome.</p> <p>Creating a final Logo design that will be used on design ideas and final packaging.</p>	<p>Outcomes:</p> <ul style="list-style-type: none"> • Creating a range of design ideas based on research and development so far. • Incorporating cultural provenance images, typography, mood-board imagery and logo to help create a range of ideas. • Using hand drawn and digital techniques to produces different designs based on chosen festival and cultural provenance. • Using peer and self-assessment to analyse ideas according to design brief and specification. <p><u>Rationale:</u></p> <p>To create a broad range of pizza box designs to develop into final design idea.</p> <p>Exploring a range of techniques – hand draw and digital outcomes.</p> <p>Student should display their understanding of Project Brief and Specification in their design ideas (design realisation).</p>	<p>Present finished final design and evaluate against the original Brief with peers.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • Selecting and developing final idea • Using previous analysis, work and research to refine and develop final idea ready for print and construction, • Final Design to link to previous learning • Selecting final design to present / create. • Evaluation with peers <p><u>Rationale:</u></p> <p>To show development and understanding of Brief and Specification of project.</p> <p>To explore packing, cultural provenance, festivals and traditions from around the world. Also exploring design elements of typography, logos, marketing and environmental</p>
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<p>Homelearning – See HL sheets</p> <ul style="list-style-type: none"> • Skills <p>Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate</p>	<p>Homelearning – See HL sheets</p> <ul style="list-style-type: none"> • Skills <p>Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate</p>	<p>Homelearning – See HL sheets</p> <ul style="list-style-type: none"> • Skills <p>Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate</p>	<p>Homelearning – See HL sheets</p> <ul style="list-style-type: none"> • Skills <p>Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate</p>	<p>Homelearning – See HL sheets</p> <ul style="list-style-type: none"> • Skills <p>Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate</p>	<p>Homelearning – See HL sheets</p> <ul style="list-style-type: none"> • Skills <p>Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate</p>
<p>Pupils will undergo a range of assessment:</p> <ul style="list-style-type: none"> • Continual formative feedback from teacher. • Peer and self-assessment • Summative grading of each finished outcome 		<p>End of project assessment to cover: final cookie bag design</p> <p>FHS band linked to the school flight path and GCSE marking matrix</p>		<p>Graphics folder, practical work and Photoshop digital catalogue of work. Final 3D pizza box design inspired by a country.</p>	

Key words:

Layout
Graphic Design
Brief / Specification
Theme
Function / Uses
Analysis
Mood-Board
Logo / Branding
Demographic
Marketing / Target Market
Cultural Provenance
Recycling / Environment

Links to Maths:

Duplication
Proportion
Symmetry
Rotation
Mirror symmetry
Polygonal shapes
Isometric drawing
2D / 3D design
3D construction
Dimensions
Measurements
Orthographic Drawing
Angles (30 degree orthographic)

Big Picture:

