YEAR 12 GRAPHIC COMMUNICATION

Learning Journey

Pearson Edexcel A Level







MAKE BRANDS PEOPLE REMEMBER

Project 2: Sustained Investigation











TRIP / PRIMARY PHOTOGRAPHY

Museum / location images

VISUAL RESPONSE



Recording and analysis

DIGITAL & HAND-ON EXPERIMENTS



Visual language
Colour, composition, hierarchy, image and text

OBSERVATIONAL DRAWING



DESIGN SHEETS



REFINING IDEAS



PERSONAL OUTCOME

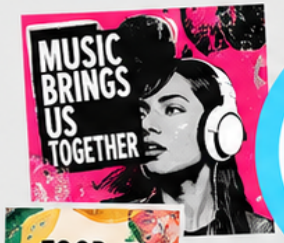


A resolved and personal response

YEAR 13

- Personal Investigation
- Externally Set Assignment
- Graphic Designer
- Illustrator
- Branding / Advertising
- Creative Pathways

Project 1: Introductory Design Project







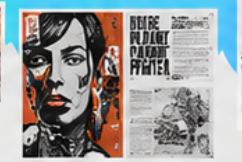
PROJECT INTRODUCTION

Choosing a theme / brief
Title page
Mind map
Moodboard / montage

PRIMARY RESEARCH



DESIGNER / ARTIST RESEARCH



Study graphic designers and visual styles

TYPOGRAPHY & LAYOUT



EXPERIMENTATION



Digital and hand-drawn experiments
Materials, processes, visual techniques

DEVELOPMENT OF IDEAS



Poster design, packaging, editorial or campaign graphics

FINAL OUTCOME



Music poster /
Food poster /
Climate change poster
AO1 / AO2 / AO3 / AO4

A LEVEL ASSESSMENT OBJECTIVES (Edexcel)

AO1 Develop ideas through investigations and contextual sources

AO2 Refine work through experimentation and selection

AO3 Record ideas, observations and insights

AO4 Present a personal and meaningful response