Programme of Study: Festival Cookie Bag

YEAR 7 GRAPHIC COMMUNICATION POS

Intro: Graphic Design Photoshop Front Cover	Stage 1: Festival Research & Mood board	Stage 2: Festival Research & Typography	Stage 3: Market Research & Logo Design	Stage 4: Design Ideas & Analysis	Stage 5: Final Design & Evaluation
Working to a specific design Brief: Create a Festival Inspired Cookie Bag. Learning the skills. Introduction to Graphic Design. What is Graphic Design? Graphic design in the work place? How the function differs from art, although media / techniques are the same / similar. What separates them is the FUNCTION. Discussion of the project expectations and outcomes. What is a Brief? Working towards a Brief – Festival Cookie Bag Learning Photoshop **Task:** **Creating Front Cover** Exploration of media, processes and techniques in 2D, print and new technologies. Study of a cultures and festivals from different countries –	**Researching different cultural festivals and imagery to create a mood board.** Exploring festivals and cultures from around the world. Exploring key elements, imagery and traditions from different festivals and how this imagery can be developed into a visual mood-board. Introducing the function and purpose of a mood-board in design. What a successful mood board? key imagery and building on previous learning of Photoshop to create a digital mood-board. Learning Photoshop **Task:** **Create a Mood board** Presenting a range of images using	**Focusing on key imagery from chosen festival to develop further: Typography design and research.** Exploring typography and how this has changed throughout history along with the introduction of technology, styles and function (from historical scrolls and illuminated letters to modern day 3D digital fonts and graffiti styles). Researching imagery from chosen festival to now develop into design ideas. Gain an understanding of Cultural provenance **Task:** **Creating the word 'Cookie'** using key images from chosen festival to create a final design that will be used in final idea.	**Creating a logo for a Brand. Exploring branding, imagery, shapes, colour and font. Researching marketing, packaging, recycling, materials and demographics.** Researching demographics, target audience, mood and style of the brand to then develop into design ideas. Understanding the Design Brief, audience, demographic and other current brands. Exploring materials used in packaging and recycling. Discussions on environmental factors. Researching current Brands and logos. Creating a logo of student's own brand that can be used on final packaging.	**Creating design ideas by hand and digitally for cookie Bag. Using previous research and learning to develop ideas. Using analysis to refine and improve ideas further to final design.** Use Photoshop and drawing technique to pull prior learning together to create a range of ideas. Selecting imagery from design folder so far: Mood Board, Typography and Logo to develop further. Also drawing upon marketing research, packaging and demographics to help aim their designs at a specific audience. **Task: Create a Cookie bag, with typography, logo that links to chosen festival theme.** Students will be given 3D templates to use as a design base (scaffolded	**Realising our final design idea into a final 3D product to answer our Specification and Brief? Final 3D design made, presented and evaluated.** Selecting final idea to develop into final design using Photoshop and 3D template. Using all previous learning to refine and synthesize into a final product. **Task: Make Final Design of cookie bag and assemble** Students will Incorporate elements of previous learning: Photoshop Mood board Research Typography Logo

flavours, foods, landmarks, traditions to form their front cover. **Outcomes:** • Understanding the role of Graphic Design • Expectations • Gain an understanding of a Brief • Learning skills in Photoshop Magic easer, Free Transform, Scale • Creating a front cover for their design folder to show understanding of Design brief / new Photoshop skills, Layout composition **Rationale:** **Introduction to Graphic Design and expectations. The role of a Graphic Designer and career opportunities.** **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.**	developing techniques in Photoshop: Rotation Duplication Mirror-symmetry Proportion Magic Eraser / editing Layering images Scale Layout **Outcomes:** • Understanding the Brief, exploring ideas more depth • Creating a mood-board based on their chosen festival • Building and developing upon existing Photoshop skills: Duplicate/ mirroring, scale, magic easer, layers Composition **Rationale:** **Exploring work by Graphic Designers and cultures.** **Developing Photoshop skills further** **Understanding and researching key imagery from their chosen festival (cultural provenance)**	Students to use drawing skills and focusing on shape, tone, blending and style. **Outcomes:** • Researching festival in more depth • Exploring the meaning of typography and uses through history • Creating their own 2D hand drawing typography design based on their chosen festival and flavours of the cookie Making connections with the Brief their chosen theme and the Typography Cultural provenance: flavours associated with the theme • Sharing ideas with peers. **Rationale:** **Understanding the use of Typography in Graphic Design** **How has developed throughout history and how technology has changed.**	**Task: Using hand drawn and digital techniques to create own logo design.** **Outcomes:** • Understanding design process • Research logo design • Packaging / recycling • Environment impact • Branding / logos • Demographic • Logo design • Create a final logo **Rationale:** **Students to understand the design process from idea to final design.** **Having a BRAND and what this means. Target audience, demographics and marketing.** **The impact and responsibility of companies and the environment by means of packaging, materials, waste and recyclability.** **Creating a final Logo design that will be used on design ideas and packaging. What**	choices given) that will then be used to develop into final design ideas. **Outcomes:** • Creating a range of design ideas based on research and development so far. • Incorporating festival theme and flavours 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. **Rationale:** **Exploring a range of different media types and skills to build up to create a range of design ideas to answer Project Brief. Building on skills learnt so far.** **Using the development of project so far to refine into specific idea outcomes.**	Market research Cultural provenance Printed final product and construction of Festival Cookie Bag. Present finished final design and evaluate against the original Brief with peers. **Outcomes:** • 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 **Rationale:** **To show development and understanding of Brief and Specification of project.** **To explore packing, cultural provenance, festivals and**

	Using Mood board as a design reference later in the project.	**How typography is used in design and packaging today. 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)**	**a logo conveys about a Brand.** **Create a range of logos to select the best one based on peer assessment and discussion.**	**Exploring a range of techniques – hand 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.**	**traditions from around the world. Also exploring 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 • Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	Homelearning – See HL sheets • Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	Homelearning – See HL sheets • Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	Homelearning – See HL sheets • Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	Homelearning – See HL sheets • Skills Observational Contextual Experimentation Reflect and review Be logical Practice Be creative Participate	Homelearning – See HL sheets • 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		Graphics folder, practical work and Photoshop digital catalogue of work. Final 3D cookie bag product.	

	FHS band linked to the school flight path and GCSE marking matrix	
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** **2D / 3D design** **3D construction** **Dimensions** **Measurements**	**Big Picture:**  Common misconceptions: That Graphic Design is only completed on a computer and there is not a practical side to the subject.