Programme of Study: Pizza Box from Around the World

YEAR 8 GRAPHIC COMMUNICATION POS

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
Working to a design Brief: Creating a Pizza Box inspired from a specific country. Introduction to Graphic Design in Year 8. How we will develop skills from Year 7 and build upon them for Year 8. Links to GCSE options and careers. Discussion of the project expectations and outcomes. Working towards a Brief – Pizza Box inspired by a country. **Developing Photoshop Skills** **Creating Front Cover** Showing understanding of project through choices of imagery. Exploring landmarks, cultures, flavours and other iconic imagery from around the world (cultural provenance).	**Researching different drawing techniques to explore pizza box shapes.** Exploring pizza box shapes and isometric drawing. Looking at Polygonal pizza box designs and developing drawing techniques. Drawing a chosen pizza box using 3D planes of X, Y, Z (depth vertices) Drawing polygonal shapes and possible pizza box designs. Focusing on recyclable qualities and environmental factors. Exploring materials used in packaging and recycling. Discussions on environmental factors. Looking at current pizza box designs and shapes.	**Focusing on key imagery from chosen festival to develop further: Typography design and research.** Exploring typography and building upon learning in Year 7. 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. 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. Presenting final piece that should have clear links to country and can be used to develop further / reference for later.	**Creating a logo for a Pizza Brand linked to chosen country. Researching marketing, packaging, recycling, materials and demographics.** Researching demographics, target audience, mood and brands. Understanding the Design Brief, audience, demographic and competitive pizza brands. Researching current Brands and logos. Creating a logo linked to ingredients, country images and traditional logo techniques to create a pizza brand. Using digital outcomes to develop logos from initial sketches. Logo will be used on final designs.	**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.** Use Photoshop and drawing technique to create a range of ideas. 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. 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.	**Realising our final design idea into a final 3D product (pizza box). 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. Final Design should Incorporate elements of previous learning: Photoshop Mood board Research Logo Market research Cultural provenance Printed final product and construction of Pizza Box from Around the World.

Outcomes: • 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 **Rationale:** **Graphic Design expectations. The role of a Graphic Designer, career opportunities, GCSE options for Year 9.** **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.**	**Outcomes:** • 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. **Rationale:** **Exploring drawing techniques and developing Graphic Design skills further.** **Learning about polygonal shapes, forms and traditional 2D & 3D drawing techniques. Isometric drawing of a pizza box** **Considering environmental factors such as materials, recycling and impact on the environmental factors.**	**Outcomes:** • 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. **Rationale:** **Understanding the use of Typography in Graphic Design** **Collecting imagery to refer to later in the project.** **Collecting and researching images linked to ideas and cultural provenance.** **Developing Photoshop skills that will be used for design ideas later.**	**Outcomes:** • Understanding design process • Research • Packaging / recycling • Environment impact • Competition • Branding / logos • Demographic • Logo design • Create a final logo **Rationale:** **Exploring branding, demographics and marketing.** **Developing a Brand and a logo design linked to intentions, country and key flavours (cultural provenance).** **Developing a logo brand through hand drawn techniques to a final digital outcome.** **Creating a final Logo design that will be used on design ideas and final packaging.**	**Outcomes:** • 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. **Rationale:** **To create a broad range of pizza box designs to develop into final design idea.** **Exploring a range of techniques – hand draw and digital outcomes.** **Student should display their understanding of Project Brief and Specification in their design ideas (design realisation).**	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 traditions from around the world. Also exploring design elements of typography, logos, marketing and environmental**

				Peer and self-assessment of design ideas will be conducted for students to develop further into Final Design.	**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 FHS band linked to the school flight path and GCSE marking matrix		Graphics folder, practical work and Photoshop digital catalogue of work. Final 3D pizza box design inspired by a country.	

Key words:	Links to Maths:	Common misconceptions: That graphics is purely a digital subject without a practical side – drawing, printing, painting, writing etc. 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 Polygonal shapes Isometric drawing 2D / 3D design 3D construction Dimensions Measurements Orthographic Drawing Angles (30 degree orthrographic)	