Year 9 Subject: NCFE Graphic Design

The Level 2 Diploma for V-Cert Media is a vocational qualification. This course will introduce students to principles of visual language such as layout, typography and colour schemes. Students will explore a diverse range of techniques and visually exciting ways of presenting own work and portfolio. The activities will enable students to explore digital editing packages as well as become familiar with traditional techniques such as printing. Students will also become more aware of the graphic design relevance to the advertising industry.

Overview of Learning:
Students will create original ideas in response to a design brief with the purpose of creating a poster or a recipe card. This project will cover: unit 1 Understand graphic processes, materials and techniques, unit 2 Research sources of ideas in a graphic design context and unit 4 Plan, produce and present final graphic design work. Students will reinforce their understanding of appropriate software packages and consider carefully their target audience and the specific content and design of their poster.

Learning One: Unit 01 Understand graphic processes, materials and techniques

In this unit, learners will explore and understand a range of graphic processes, materials and techniques in response to the context and specification of a given design brief. Learners will develop intermediate level technical skills in using graphic materials, techniques and processes.

SMSC
NCFE courses are vocational and allow a real life contextual brief in which pupils gain an understanding of a real life working scenario. The brief set will require pupils to respond to social and moral issues facing them in the world today, through the use of interactive media. There will be opportunities to work in groups learning to work together and developing resilience.

Assessment
The learner will:
1 Be able to understand and use graphic materials, processes and techniques in order to respond to a design brief

The learner can:
1.1 Interpret the requirements of a design brief and its specifications, including the detail and function of the brief
1.2 Select suitable graphic materials, techniques, characteristics, processes and equipment for particular purposes, giving reasons for choices
1.3 Use a range of graphic design elements and terminology
1.4 Demonstrate the use of typography as part of a graphic design solution 1.5 Develop technical skills by using a range of graphic materials, techniques and processes
1.6 Identify hazards and risks in the graphic design environment
1.7 Apply safe working practices

Homework Overview:
Homework will be set every other lesson. Homework tasks will range from research tasks, sketching out ideas to analysis of existing examples of graphic designs. Students will need paper, coloured drawing materials, glue and scissors. Some tasks may require access to the internet for research purposes.

Homework 1: Research press printing process.
Homework 2: Take a photoshoot of a chosen fruit or veg and bring in for the next lesson.
Homework 3: Create a collage of a chosen food product that can be then used for a poster design.
Homework 4: Research and print out visual examples of creative use of typography in graphic design.
Learning Two: Research sources of ideas in a graphic design context

In this unit, learners will explore the relevance of a range of primary and secondary graphic sources in the context of the design brief. Learners will make judgements about the contexts of secondary sources and will investigate influences in the development of graphic design solutions.

SMSC

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Assessment

The learner will:
1. Know how to research and organise ideas in graphic design contexts
The learner can:
1.1 Assess the relevance of a range of primary and secondary graphic sources in relation to a design brief
1.2 Illustrate findings about the contexts of selected secondary sources in a graphic environment
1.3 Describe influences seen in selected sources from the graphic environment
1.4 Select ideas for development
1.5 Identify hazards and risks
1.6 Apply health and safety procedures

Homework 1: Research and collect visual examples of existing logo designs.

Homework 2: Come up with a name and a slogan for your company and the advertising campaign.

Homework 3: Research three brands that have very specific target market.

Homework 4: Sketch 10 possible designs for a logo.

Homework 5: Write up a design proposal for your poster design.