

**Graphic Communications at Samuel Whitbread Academy**  
**Curriculum Sequencing**

**Year 12:**

<b>Course</b>	<b>Year</b>	<b>Term</b>	<b>Big Ideas</b>	<b>Subject Learning Checklist</b>
Graphic Communication	<b>12</b>	<b>Term 1</b> 63 hours	<p><b>Presenting the Dream</b></p> <p><b>Creative Typography</b></p> <p><b>Illustration, graphic design and graphic illustration</b></p> <p><b>Printing</b></p> <p><b>Bauhaus</b></p>	<p>Through colour, lighting, composition, texture and set dressing students learn how to attract target markets through photography.</p> <p>Research and respond to a range of Graphic Typographers specialising in semantic, illustrative, word and found object typography.</p> <p>Research and respond to the different roles within graphic communication</p> <p>Research the history of commercial &amp; art printing. Respond to a range of artists through etching, lino and stencil to show understanding of printing</p> <p>Students research and present information within a group tutorial, informing their and their peers practice.</p>
		<b>Term 2</b> 54 hours	<b>Introduction to Photoshop</b>	Student take primary images from prior work into photoshop for manipulation and refinement

			<p><b>Technical typography</b></p> <p><b>The psychology advertising</b></p> <p><b>Creating an identity</b></p>	<p>Researching and analysing typeface, hierarchy, white space, colour, contrast, alignment, consistency in advertising.</p> <p>Student research tradition and digital advertising before presenting information within a group tutorial, informing their and their peers practice.</p> <p>Students research artists and brands and response using prior work and new knowledge to fulfil their brief</p>
		<p><b>Term 3</b> 54 hours</p>	<p><b>Component 1</b> <b>Personal investigation supported by written material</b></p>	<p>Following the 4 Assessment Objective students explore a topic linking to an idea, issue, concept or theme leading to a finished outcome or a series of related finished outcomes.</p> <p>Students investigate, experiment, record and respond in order to fulfil a brief in a chosen specialism.</p> <p>Such as</p> <ul style="list-style-type: none"> <li>● interactive media (including web, app and game design), advertising,</li> <li>● packaging design,</li> <li>● design for print,</li> <li>● illustration,</li> <li>● digital art,</li> </ul>

				<ul style="list-style-type: none"> <li>• communication graphics.</li> </ul>
--	--	--	--	---

**Year 13:**

Course	Year	Term	Big Ideas	Subject Learning Checklist
Graphic Communication	13	<b>Term 1</b> 63 Hours	<b>Personal investigation supported by written material</b>	Students continue their personal investigation including written work of no less than 1000 and no more than 3000 words which supports the practical work.
		<b>Term 2</b> 18 hours  36 hours	<b>Personal Investigation supported by written material</b>  <b>Component 2 Externally Set Project</b>	In Component 2, students respond to a stimulus, provided by AQA, to produce work which provides evidence of their ability to work independently within specified time constraints, developing a personal and meaningful response which addresses all the assessment objectives and leads to a finished outcome or a series of related finished outcomes.
		<b>Term 3</b>	<b>Course Completed</b>	