

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

**Year 12:**

Course	Year	Term	Big Ideas	Subject Learning Checklist
Graphic Communication	12	<b>Term 1</b>  63 hours	<b>Component 1</b>  <b>Presenting the Dream / Induction assignment</b>   <b>Introduction to Photoshop</b>  <b>Creative Typography</b>   <b>Theme: Circus Illustration, graphic design and graphic illustration</b>   <b>Printing</b>	<p>Through colour, lighting, composition, texture and set dressing students learn how to attract target markets through photography.</p> <p>Student take primary images from prior work into photoshop for manipulation and refinement.</p> <p>Explore line through photoshop and experimenting with ideas and tutorials.</p> <p>Research and respond to a range of Graphic Typographers specialising in semantic, illustrative, word and found objects</p> <p>Research and respond to the different roles within graphic communication</p> <p>Researching a range of contextual sources, create responses through etching, lino and stencil to show understanding of printing.</p>

		<b>Term 2</b> 54 hours	<b>Kew Gardens design briefs</b>  <b>Working in a range of media and techniques to create graphic outcomes for a range of briefs</b>	<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>
		<b>Term 3</b> 54 hours	<b>Component 1</b> <b>Personal investigation supported by written material</b>	<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. For example:</p> <ul style="list-style-type: none"> <li>● Advertising</li> <li>● Illustration</li> <li>● Branding</li> <li>● Information Design</li> </ul>

**Year 13:**

<b>Course</b>	<b>Year</b>	<b>Term</b>	<b>Big Ideas</b>	<b>Subject Learning Checklist</b>
Graphic Communication	<b>13</b>	<b>Term 1</b> 63 Hours	<b>Component 1</b> <b>Personal investigation</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>Component 1</b> <b>Personal investigation</b>  <b>Component 2</b> <b>Externally Set Assignment</b>	In Component 2, students respond to a stimulus, provided by the exam board, 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>Component 2</b> <b>Completion of ESA</b>	Completion of exam component 2 development and 15hr exam.