

Fareham Academy (Graphic Design) Overview – Year 9

The Design and Technology curriculum has evolved into an engaging carousel system, meaning your child will study a range of stimulating subjects allowing them to experience and explore the breadth of contemporary Design and Technology. Depending on which class your child is in, will alter the order in which they move through the carousel. At some point in the year they will study the below:

Topic(s)	Brand identity - Festival
Topic Objectives	<p>Through a variety of creative and practical activities, students explore the knowledge and skills required to engage in the process of designing and making. Students focus on the design and technology fundamentals of:</p> <ul style="list-style-type: none"> ● Investigating ● Designing ● Making ● Evaluating ● Applying technical knowledge
Acquired Knowledge/Skills	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Determine the use of a design brief in graphic design, identify key topics to research and explore and analyse a specific target audience ● Create a detailed mind map and mood board based on project specifications outlining client’s requirements ● Develop an understanding of the fundamentals of graphic design - Line, colour, shape, texture, form and balance ● Demonstrate an understanding of advanced colour theory, explore colour schemes, emotional impact and the perception of colour within design ● Establish the basic principles of logo design, describe the different categories of logos and evaluate existing company branding to inform their own design decisions ● Produce initial logo design ideas using idea generation techniques such as list-storming and thumbnail creations ● Develop Photoshop skills to create a finished logo design that appeals to the chosen target audience ● Apply advanced elements of typography, establish the different typeface classifications and the differences between them ● Evaluate the work of graphic designers, Neville Brody and David Carson, explore composition and poster design ● Apply Photoshop skills to create an advertisement poster, demonstrate the use of scale, typography and composition ● Combine iterative design techniques and market research to develop design ideas ● Produce a piece of merchandise that shows brand consistency ● Demonstrate an understanding of finishing techniques to produce a high quality brand identity portfolio
Assessments	<p>End of top topic assessment comprising of a 30 mark test where students are assessed on the above taught graphic design content. Students also receive formative feedback throughout their practical project work.</p>