



Curriculum Map

Subject: BTEC Extended certificate in Art & Design (Graphics) Level 3

Year Group: 12

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content	<p>Unit 10: Graphics Materials, Techniques & Processes - part A (Internally set project) Research & exploration</p> <p>Brief:</p> <ul style="list-style-type: none"> • Redesign a series of books from a well-known Book Publisher • Demonstrate an in-depth and imaginative exploration into graphics materials, techniques and processes, evaluating how they are used to develop designs for different graphic design products. • Analyse the materials, techniques and processes that can be used to develop designs for different 	<p>Unit 10: Graphics Materials, Techniques & Processes - part B&C (Internally set project)</p> <p>Part B Develop your own ideas in response to the brief</p> <p>Part C Review and reflect on the how the design solutions meet the client brief</p> <p>Brief:</p> <ul style="list-style-type: none"> • Produce graphic design solutions which consistently demonstrate imaginative application of materials, techniques and processes, showing professional practice throughout. • Evaluate how far the design 	<p>Unit 1: Visual recording & communication in art and design – part A (Externally set project)</p> <ul style="list-style-type: none"> • Visual recording and communication in art/of others and in own work • Demonstrate, through exploration of different methods of recording your understanding of visual communication to a set theme (externally set). For example, drawing, plaiting, mark making, photography, 3d modelling and sampling • Demonstrate your ability to communicate intentions visually through presenting clear, concise 	<p>Unit 1: Visual recording & communication in art and design – part B (Externally set project)</p> <p>Activity 1 – select and present development work and Activity 2 = present final work within a monitored time</p> <p>Develop an understanding of design by exploring visual recording and communication in the work of others. Explore the ways that others visually record and communicate considering: Content, form, process, mood Develop visual recording and</p>	<p>Unit 1: Visual recording & communication in art and design – part C (Externally set project)</p> <p>Activity 3 – Produce a written Commentary</p> <p>Produce a written commentary, of up to 800 words, to accompany the work sheets produced in Activities 1 & 2</p> <p>Unit 2 Critical & contextual understanding in art & design (Externally set project) Research skills developed and critical and contextual studies provided</p>	<p>Unit 10: Graphics Materials, Techniques & Processes - part B&C (Internally set project)</p> <ul style="list-style-type: none"> • Produce refined designs • How exploration and investigation into a number of materials, techniques and Processes • Review and evaluate process and draw up schedules for improvement to work designs • Produce a final design and showcase design in a marketing setting

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	<p>graphic design products.</p> <ul style="list-style-type: none"> • Demonstrate a confident exploration into the, materials, techniques and processes used in graphics. • Explain how materials, techniques and processes are used to create different graphic design products. • Demonstrate a limited exploration of materials, techniques and processes used in graphics. 	<p>solutions met the requirements of the brief with comprehensive reference to the techniques, materials and processes used and making thorough suggestions for how to improve own graphic design practice further.</p>	<p>refine ideas through to production of final outcome.</p> <ul style="list-style-type: none"> • Evaluate visual recording and communication through own judgements and insights of the unit in a written exam 	<p>communication skills by recording from primary and secondary sources.</p> <p>Extend own visual recording and communication skills through experimentation and investigation</p> <p>Apply visual recording skills to communicate creative intentions. Select appropriate materials, techniques, processes, tools and equipment.</p> <p>Refine ideas considering: use of imagery, contextual factors, material manipulation.</p>	<p>to develop students' knowledge of art & design.</p>	
Skills	<p>Research and present an understanding of Project</p> <ul style="list-style-type: none"> • Investigate book publisher, learn about layouts and templates. 	<p>Demonstrate skills through</p> <ul style="list-style-type: none"> • Planning • Gathering research information • Layout design • Typography knowledge 	<p>Research and present an understanding of</p> <ul style="list-style-type: none"> • Visual communication in art and design • Recording of creative work • Evaluating 	<p>Development of work</p> <ul style="list-style-type: none"> • Exploring theme • Establishing a line of inquiry into theme • Researching artists/designers 	<p>Critical and Contextual studies</p> <ul style="list-style-type: none"> • Artist research • Gallery visits • Exploring art & design movements • Written skills 	<p>Refinement and Reviewing of work</p> <ul style="list-style-type: none"> • Apply a thorough and rigid investigation into final book • Re-create an book cover, integrating

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	<ul style="list-style-type: none"> • Research a number of books and their cover designs • Investigating the story and characters of a number of book titles. • Typographical research • Experimentation with art materials • Development of work via exploring different techniques • Recording of work and reviewing and reflecting on ongoing process 	<ul style="list-style-type: none"> • Illustration studies • Mixed Media studies • Sketching and initial planning of work • Refinement of work by showcasing skills in design at both artwork and font construction • Thinking outside the box and coming up with original ideas instead of repeating cliché imagery. 		<ul style="list-style-type: none"> • Preliminary work developed through photography, mixed media, all leading toward discovery via an experimental approach • Researching artists and refining work • Developing fully developing designs and artworks • Consideration to a vocational setting where work will be shown 	<ul style="list-style-type: none"> • Formal Elements and Principles of Design 	<ul style="list-style-type: none"> all build up preliminary • Establishing a refined outcome of design • Evaluation the design process and reflecting on design journey
Key questions	<p>How has Book Publishing altered in the last 100 years?</p> <p>Compare and Contrast Wordsworth Editions against Major Book Publishers</p> <p>How can you present your design ideas?</p>	<p>How important is reflection to a design practitioner</p> <p>What challenges are there to the book industry</p> <p>What benefit would take place at redesigning an old classic novel. What would the purpose be</p>	<p>Why is creating a mindmap a good way to begin a project after you receive the theme for this Unit</p> <p>What forms of drawing can you describe</p> <p>Explain the difference between something visual</p>	<p>How have the artists/designers helped you develop your understanding of the theme and aided your own design work</p> <p>Can you connect the artists you have selected to your own recording</p>	<p>When elevating your work, can you make connections to the formal elements and principles of design</p> <p>What materials, techniques and processes have you used when developing your ideas</p>	<p>What book publishers have influenced you in the making of your book cover redesign</p> <p>How would you develop your work further if there was no time or budget restrictions.</p> <p>What part did research play in</p>

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	<p>How can you market your new book design</p> <p>Why is it important to know the characters and plot of a story before designing a cover</p>	<p>Why do we evaluate our projects?</p>	<p>and something non visual</p> <p>Is communication a necessary or important pursuit when creating a design?</p> <p>Who are the intended audience for your work?</p>	<p>What does a critical and contextual breakdown of an artist imply</p>	<p>What importance is given over to refinement in the design process</p>	<p>developing your design</p> <p>Have you considered Marketing for your Book Design</p> <p>What role does advertising have on promotion of new titles and book designs</p>
Assessment	<p>Assessment feedback from tutor both written and verbal, cross checking against design brief criteria Peer feedback and self-assessment to refine work.</p>				<p>External Assessment 8 x A3 digital boards sent for external assessment or 4 A2 boards sent for external assessment</p>	<p>Assessment feedback from tutor both written and verbal, cross checking against design brief criteria Peer feedback and self-assessment to refine work.</p>
Literacy/ Numeracy/ SMSC/ Character	<p>Literacy: Glossary of design terminology Typography terms Numeracy: Template designs, Ratios and Creating of Geometric compositions SMSC: Through the pursuit of innovation and ideation in order to develop a personal and creative journey. Students</p>	<p>Literacy: Evaluation of ongoing work throughout sketch book. Numeracy: Template designs, Ratios and Creating of Geometric compositions SMSC: Through the pursuit of innovation and ideation in order to develop a personal and creative</p>	<p>Literacy: Exploring meaning of Theme. Artist research and annotation of working process Numeracy: Template designs, Ratios and Creating of Geometric compositions SMSC: Through the pursuit of innovation and ideation in order to develop a personal and creative journey. Students get to control the narrative and develop a type of ideation as they develop their project. They establish ideas through selecting sources from a spiritual, moral and culture starting point. Through research and thorough experimentation students respond to the visual world in which they live and gain confidence in their understanding of their social and cultural surroundings. They also get to show their work as</p>	<p>Literacy: Evaluation of ongoing work throughout sketch book. Numeracy: Template designs, Ratios and Creating of Geometric compositions SMSC: Through the pursuit of innovation and ideation in order to develop a personal and creative</p>		

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