

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Key Questions	Illustration Exhibition/communication Graphics Large Scale Illustration Promotional Board How can Graphic Designers influence people?		Design for Print Book Cover Design How do Graphics Designers make their designs visually attractive?	Typographical Paper Engineering Paper Craft Letterforms How do graphic designers utilise relief and 3D shapes in their work?	Communication Graphics Campaign Posters How do graphic designers communicate ideas/themes/opinions to the public?	
Content: Substantive/Declarative knowledge- 'Know what'	Formal Elements Line Colour Shape Pattern Elements of Composition Emphasis Unity Variety Foreground/Mid ground/background Key Reference Historical advertising examples Amber Davenport Henri Rousseau Polina Oshu	Formal Elements Space Shape Colour Elements of Composition Emphasis Balance Contrast Key Reference A range of historical examples of 'Jungle Book' book cover designs. Additional Reference Jill Howarth Anja Susanj Sara Wong Tatiana Boyko 19 th Century Animal Sketches	Formal Elements Colour Shape Form Space Elements of Composition Unity Proportion / Scale Balance Key Reference Helen Musselwhite Owen Gildersleeve Fideli Sundqvist	Formal Elements Line Colour Shape Pattern Space Elements of Composition Emphasis Unity Balance Contrast Key Reference Historical and contemporary examples of campaign posters for a variety of causes – particular focus of the natural world. Additional Reference Minimalism Art Movement Design Activism		

<p>Expertise: For example Disciplinary/Procedural Knowledge 'Know how'</p>	<p>Learning how to take inspiration from artists and designers. Using ideas of content, application of colour, pattern and composition, to inspire original development of ideas.</p> <p>Learning how to use basic elements of Photoshop to create graphical research pages. Considering layout and typography.</p> <p>Learning how to draw in an illustrative style, inspired by the work of other graphic illustrators.</p> <p>Learning how to develop pattern and mark-making techniques to develop creative surfaces on botanical shapes.</p> <p>Learning how to apply watercolour to create background washes. How to apply acrylic paint to create bold colour shapes.</p> <p>Learning how to employ the compositional technique of foreground, midground and background to develop compositions.</p>	<p>Learning what the key considerations for an effective layout for a cover design are, by visually researching and evaluating the work of other designers.</p> <p>Learning how to apply more complex elements of Photoshop to create visually effective designs.</p> <p>Learning how to combine and apply the formal elements, and elements of design, to create successful structured layouts.</p> <p>Learning how to develop ideas and formulate alternative outcomes by altering elements and evaluating their success.</p>	<p>Learning how to apply a variety of craft skills including how to cut, fold and manipulate a range of papers and card.</p> <p>Learning how to work with flat shapes, bold colours and 3D forms.</p> <p>Learning how to experiment with compositional layout, making informed choices based on considerations of colour, shape, space, balance and unity.</p> <p>Learning how to apply single tone pattern to large scale letter forms.</p>	<p>Learning how to take inspiration from artists and designers, using ideas of image content, application of colour, typography and composition, to inspire design ideas.</p> <p>Learning how to use drawing as a means to explore and develop ideas.</p> <p>Learning how to develop ideas for a final outcome using previous visual research, own drawings and experiments.</p> <p>Learning how to experiment with media, typography and composition and knowledge from previous work to produce final design ideas.</p>
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ICKNIELD HIGH SCHOOL
CURRICULUM MAP

	Learning how to apply and overlay a range of drawing media effectively to create a unique and visually interesting illustrative outcome.			
Literacy/ Numeracy/ SMSC/	Annotating ideas and developments Reading relating to artists Writing related to artists	Annotating ideas and developments Reading relating to artists Writing related to artists	Annotating ideas and developments Reading relating to artists Writing related to artists	Annotating ideas and developments Reading relating to artists Writing related to artists
Disciplinary Literacy Subject specific reading	What Is Graphic Illustration? Skillshare Blog	https://99designs.com/blog/book-design/anatomy-of-a-book-cover/ https://lithub.com/the-25-most-iconic-book-covers-in-history/	https://www.dezeen.com/2018/09/13/video-interview-helen-musselwhite-t2-window-paper-installation-movie/ 2022 Paper Artist: Helen Musselwhite - Wainwright Prize	Graphic design can build trust and community in climate conversation UNSW Newsroom Design activism: what good can graphic design do? - 99designs Neo-minimalism in graphic design - 99designs Minimalist design: tips and inspiration to master the trend - 99designs
CAREEARS	https://79590737.flowpaper.com/4ArtDesign/	Jobs that use Art and Design - Careers - BBC Bitesize	Careers in Graphic Design First Careers	Joanne G - icould Katie G - icould Lee H - icould Laura W - icould