

Bellerive FCJ Catholic College



Department: Graphics (DT)

Year Group: 7

Term	Learning Focus	Key Knowledge and Skills	Assessment	Challenge and Enrichment
1 – Repeated as a carousel (8 weeks)	Graphic Design-Chester Zoo Logo & Brand	<ul style="list-style-type: none"> • Visual communication • What is a Graphic Designer? • What is a Design Brief? • What is a Logo? • 6 Rs – Eco-friendly packaging/awareness of being resourceful. • ICT – how to design a logo using Microsoft Publisher • Literacy – Subject Disciplinary Language 	<ul style="list-style-type: none"> • Literacy – Subject Disciplinary Language • Hwks - Research Graphic Designers and what they do/have done. • Research Chester Zoo admission prices and facilities • The 6 Rs, eco-friendly packaging/recycling. • Designing own logo based on research done independently. • Mid project assessment paper 	<ul style="list-style-type: none"> • Developing logo/brand voucher for Chester Zoo. • Research the work Chester Zoo does for the WWF and endangered species. Present your findings during a short form time presentation. What can we do at Bellerive to support this cause?