

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?