

Bellerive FCJ Catholic College



Department: Graphics (Art & DT)

Year Group: 9

Term	Learning Focus	Key Knowledge and Skills	Assessment	Challenge and Enrichment
1 – Carousel	Project #1 – Graphic Design- Charity/Vintage/Pre-Loved Clothing Store	<ul style="list-style-type: none"> Visual communication (marketing and advertising). Further research the role of a Graphic Designer? What is a Design Brief/How does this Communicate with the Client? The Marketing Value of a Logo and Brand Name including iconography and pictographs. Recall - 6 Rs – Eco-friendly packaging/awareness of being resourceful. Maths – Box net (packaging) a complex shape of a paper carrier bag. Literacy – Advanced Subject Disciplinary Language Raise awareness of thrifting. Raise awareness of recycling clothing and avoiding landfill. Independent school survey – sustainable fashion. Looking at social media - Designing a digital/mobile phone ad to reach the target audience (individuals aged 10-18 years) 	<ul style="list-style-type: none"> Literacy – Subject Disciplinary Language Hwks - Research Graphic Designers and what they do/have done. Research current charity clothing trends – Mary Portas 'Queen of Shops'. Awareness of sustainable packaging/ the 6 Rs, eco-friendly packaging/recycling. Mid project assessment paper 	<ul style="list-style-type: none"> Developing logo/brand on more merchandise; point of sale/shop front. Use your final logo design to create a shop front/design for window. Followers of fashion. Write an article for our school newsletter about how to be thrifty and buy from charity shops, be the leaders of fashion, not the follower. School student survey: Create a survey for your class/year group collecting information on how likely girls of your age would buy from charity shops, if not why not? Again, this could be part of your written piece for the school newsletter.
	Project #2 – Fruit Smoothies	<p>This second project is designed to stretch and challenge pupils.</p> <p>Using skills learned, pupils are to do the following independent tasks:</p>	<ul style="list-style-type: none"> Literacy – Subject specific language. The value of good research. 	<ul style="list-style-type: none"> Compile a student/staff survey for research purpose. Write a report on your findings, are we the consumer aware of marketing strategies, are we

		<ul style="list-style-type: none">• Write a Design Brief for a specific client.• Identify their consumer/target audience.• Research existing logos and brands of fruit smoothies.• Create visually appealing designs.• Select their final design to be created using Microsoft Publisher.• Exploring different marketing strategies	<ul style="list-style-type: none">• The value of good design as a marketing tool.	really eating/consuming 'healthy option' products?