

Graphic Design @ WBS Year 12 Roadmap

Subject Aim:

This course will ensure that students develop an exciting and extensive range of creative and technical skills. Students will also gain a strong understanding of historic and contemporary visual art practice, through supporting contextual studies. Unique to studying Art at A Level, students will build up a very personal and continually evolving body of practical work, guided and supported by their teachers. Individual exploration and development of their personal skills and creative directions is a special aspect of this subject. Students will build on previous evaluation and analytical skills to emulate artists' work. Students build on skills learnt in KS4 and widen their skill set further. To understand the Assessment Objectives and how to develop a Personal Portfolio. To create a large section of work for the coursework portfolio (NEA), worth 60% of the final grade. To experience preparation for a 15-hour practical exam which is externally set by the exam board. Students are set new attainment targets in relation to the A-Level grading system, so that they know how they can improve.

TOPIC 1

Introductory Project

Students embark on an introductory project, experimenting with a range of new media, techniques and processes. Students will build on the formal elements of Art and basic principles that they explored in KS4. The skill of drawing and recording will be explored and refined. Students are encouraged to explore what kind of Graphic Designer they are with exciting briefs and experimentation. Students will then work towards developing their own theme for their coursework Personal Investigation. Students will present their ideas to their class and complete a piece of quality written evidence about their theme and artists studied.

ASSESSMENT IN YEAR 12

Assessment will be based on the student's ability to understand the assessment objectives and apply themselves to the course aims. Students will have written and verbal feedback from their teachers. Teachers will keep a record diary of conversations in the classroom. Assessment sheets will be placed at the back of sketchbooks recording their grades, Base Target and Aspirational target. Monitoring and assessment will also take place via the online platform Brightspace portfolio. There will be a mock exam during the Spring term allowing students to have a genuine exam experience before year 13 and to dedicate this time to a sustained piece culminating coursework ideas.

TOPIC 2

Developing the Personal Project and preparing for the Year 12 Mock Exam

Students will complete a series of sustained pieces of work generated from their own starting points and artistic influence. They will continue to investigate the 'whys?' - why this theme? What is interesting and why do other artists use this subject matter? This will help to gain a deeper understanding of how to respond thoughtfully and personally using artists' work to guide their own. A mini personal study essay will be taught so students can learn to write in an analytical way showing off their own voiced opinions and found knowledge. Students are shown how to develop their work in order to meet the criteria for a mock exam submission. This is all engineered to prepare students for the Year 13 Mock Exam and the Year 13 Externally set Assignment – the final Exam. In all of these cases, the preparatory work is worth 75% of the marks and without this, students are likely to fail. Students are assessed on their ability to work independently, with the preparatory work being set as homework.

HOMEWORK IN YEAR 12

Homework assignments are part of the overall requirement for student's coursework and much of it will be individual. Students are expected to demonstrate initiative, independence and ownership over their work. Homework plays a very important role in helping students to develop as young artists and designers. Working independently, away from the classroom environment allows students to develop their skills and ideas in a personal way and build an individual approach to their work. Students will be set homework that is relevant to lesson and project content. Research and design work will support classwork. Homework contributes hugely to the coursework portfolio and therefore it must be emphasised that students who do not produce independent work rarely succeed on the course. Homework will also be used to assess development towards the base target. The coloured spot system, grading in Brightspace gradebooks, alongside written and verbal feedback will also contribute to effective, transparent communication between student, parent and teacher.

TOPIC 3

Development of the Personal Project

Students continue to develop their Personal Project, reflecting on the development of their Year 12 Mock Exam and integrating this work into the main portfolio. Students reflect on their progress against the Assessment Objectives and gain a greater understanding of the assessment process and how marks are awarded, through self-assessment, peer-assessment and group crits. Students learn the value of seeing artworks first-hand and subject to measures being safe by this point in the term, students will be taken on a school trip to visit a Contemporary Art Gallery for this purpose. Students will produce work that is linked with their personal theme and artwork that they have seen first-hand in a gallery setting. Students will be introduced to the personal study essay which forms 12% of the overall grade for their coursework. Students will continue with their line of enquiry both in their practical work and their writing.

ENRICHMENT THEMES IN YEAR 12

SMSC and British Values: Please see The Art Department's SMSC Document. Students study artists from all aspects of the Art industry to influence their work. Many of the artists explored are commercial artists, Graphic Designers and Photographers. Students learn to develop their work in similar ways to the practice of Graphic Designers at Further Education and within the Arts industries. Students are often encouraged to explore moral values through the topics selected as their Personal Projects in order to comment on social, cultural and political events. Cultural Capital: Students study a wide range of artists and artefacts from a variety of backgrounds and cultures so that they can be encouraged to emphasise and relate to others, demonstrating that they can also achieve their aspirational dreams irrespective of their own background.

Where Next?

In Year 13, students continue to build their skills with the formal elements and basic principles of art developed in Year 12. They will build on the observational skills, refining skills, analytical skills and design skills explored in Year 12, to continue cultivating their Personal Investigation coursework and developing their personal theme towards a meaningful conclusion. Students will write their personal studies which have an integrated relationship with their practical work. Students build on their understanding of the Year 12 Mock Exam to guide them with their progress in the Year 13 Mock Exam, and eventually the Year 13 Final Exam.

