

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. To understand the Assessment Objectives and how to develop a Personal Portfolio. To create a large selection of work for the coursework portfolio worth 60% of the final grade. To experience an end of practical exam.

Component 1: Introductory Project and Personal Investigation 60%

ASSESSMENT IN YEAR 12

AUTUMN TERM

Introductory Project

Students embark on an introductory project exploring compulsory elements of the Graphic Design course such as Typography and Colour theory experimenting with a range of new media, techniques and processes through a series of workshops. 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 experimented with and refined. Students are encouraged to explore what kind of artist they are with exciting briefs and experimentation.

Personal Investigation

Students will develop a personal response to a chosen theme from a teacher lead starting point 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. A trip to explore galleries and university courses is offered in this term.

Edexcel Exam Board

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.

There will be a mock exam during the Summer term allowing students to have a genuine exam experience before year 13 and to dedicate this time to a sustained piece culminating coursework ideas. Students will begin the Personal Study essay.

A coloured spot system will also be used to indicate whether their work is in line with their base target.

● = above target ● = on target ● = below target, ● = cause for concern

Component 1: Personal Investigation 60%

HOMEWORK IN YEAR 12

SPRING TERM

Developing the Personal Project

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.

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. 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. Written and verbal feedback contributes to effective, transparent communication between student, parent and teacher.

Component 1: Personal Investigation

ENRICHMENT THEMES IN YEAR 12

Development of the Personal Project and preparing for the end of year Mock Exam

Students are shown how to develop their work in order to meet the criteria for a mock exam submission. Students are assessed on their ability to work independently. 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 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.

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 develop their skills with the formal elements and basic principles of art. They will build on the observational, refining, 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 study essay which has an integrated relationship with their practical work. Students build on their understanding of the end of year Exam to guide them with their progress in the Year 13 Mock Exam, and eventually the Year 13 Final Exam.