

Key Strands (Golden Threads) within the curriculum:

**A-level** – Assessment Objectives: **AO1 (Develop Ideas)**, **AO2 (Explore)**, **AO3 (Record)**, **AO4 (Present)**.

|  | Half Term 1<br>(Jun-Jul) | Half Term 2<br>(Sep-Oct)  | Half Term 3<br>(Nov-Dec)  | Half Term 4<br>(Jan-Feb)  | Half Term 5<br>(Mar-Apr)  | Half Term 6<br>(May-Jun)  |
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| <b>Yr12</b>  | NA                       | Personal Histories<br>Intent & Artist Studies   | Personal Histories<br>Research & Final Piece  | Personal Histories<br>Research & Final Piece  | Business Branding<br>Intent, Artist Research,<br>Artist Studies   | Business Branding<br>Logos  |
| <b>Why now?</b><br><br><b>AO1</b><br><b>AO2</b><br><b>AO3</b><br><b>AO4</b><br><b>RS</b> | NA                       | <p>Introduction to A-level Graphics. Students become familiar with assessment objectives and apply these to exemplar project work.</p> <p>First statement of intent.</p> <p>Advanced refinement of professional presentational skills – Header, margins, borders, layout, high resolution imagery with original aspect ratio, consistency, title pages.</p> <p>Students will research artists Vincent Perrottet, Paul Johnson and an artist linked to their chosen theme. Development of techniques and approaches through composition studies, imitations and pastiches of their artwork.</p> <p>Presentation of artist research will include images &amp; biography and supporting annotations covering <b>contextual analysis</b> using <b>P.A.M.C</b> resource.</p> <p>Artist studies presented using 30 screenshots.</p> | <p>Recap advanced application of <b>Pen Tool and layer styles in Photoshop.</b></p> <p>Introduction to good photography approaches. Students will gather and present images/scans of summer collection which reflections their personal history or interests.</p> <p>Development of Pop-ups, sketching and maquette building.</p> | <p>Introduction to process of refinement through drafting a personal histories (pop-up) book.</p> <p>Drafts and final outcome presented using 30 screenshots and critical reflection.</p> <p>First experience of designing a presentation board showcasing creative journey in relation to research, development and outcome.</p> | <p>Introduction to Business Branding SOL. Students become familiar with best practice by unpicking exemplar.</p> <p>Statement of intent which outlines the proposed brand choice which is of personal interest to the student.</p> <p>Artist research and research related to chosen theme to provide contextual links and a bank of sophisticated Art &amp; Design techniques and approaches (digital and traditional).</p> <p>Refinement of presentation techniques when recording research.</p> <p>Primary photographs from relevant visits/trips to generate further research.</p> <p>Development of techniques and approaches through 3 composition studies/imitations/pastiches of 3 chosen artists using a range of mediums.</p> <p>Artist study review sheets using 30 screenshots.</p> | <p>Development of ideas for logo – Name generation, shortlisting, questionnaire.</p> <p>Further development of ideas and designing logos. Supported with logo research, detailed analysis.</p> <p>Introduction to sketching logo concepts and refining/presenting logo variants.</p> <p>Students will develop 3-6 logos using techniques and approaches identified from research/studies.</p> <p><b>RS – Development of CONTEXT.</b> Students will place their chosen artists/designers or movements within a broader historical context.</p> |

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|  |   |  |  |  | Related Study (RS) –<br><b>INTRODUCTION</b> to RS by unpicking exemplar. Students will formulate a topic informed by the themes explored within the practical work and begin their research.  |   |
| <b>Yr13</b>  | <b>Business Branding Logos Continued</b>  | <b>Business Branding Final Design Ideas</b>  | <b>Business Branding Final Outcomes &amp; Presentation Board</b>   | <b>Externally Set Task Research/Studies</b>  | <b>Externally Set Task Logo Development</b>   | <b>Externally Set Task Prep For Final Outcomes</b>  |
| <b>Why now?</b><br><br><b>AO1</b><br><b>AO2</b><br><b>AO3</b><br><b>AO4</b><br><b>RS</b> | <p>Students will develop 3-5 logos using techniques and approaches identified from research/studies.</p> <p>All logos will be refined and preferred variants will be reviewed in detail.</p> <hr/> <p>RS – Detailed analysis of key works of art supported with the P.A.M.C document and student lead research.</p> <p>Development of <b>BODY/LEGACY</b>. Organised into separate sections for each artist or designer investigated. May consist of carefully chosen quotes or through the inclusion of correct terminology and background knowledge to communicate an in-depth understanding of relevant issues.</p> <p>Students may also be asked to explore the work of present day artists/designers who have been influenced by their chosen artist or movement.</p> | <p>Introduction to brand design and researching final outcomes followed by detailed analysis of best practice.</p> <p>Final design ideas developed and informed by research and creative journey.</p> <hr/> <p>RS - Development of <b>BODY/LEGACY</b> continued.</p> | <p>Development of final outcomes.</p> <p>Refinement through drafting/reviewing.</p> <p>Presentation of final outcomes in physical form (where applicable) and presentation boards showing creative journey in relation to research, development and outcome.</p> <hr/> <p>RS – Development of <b>CONCLUSION &amp; BIBLIOGRAPHY</b>.</p> <p>Students will summarise key points from the project, arrive at final conclusions &amp; make considered personal judgements about what has been learnt.</p> <p>Bibliography to include all source material used.</p> | <p>Introduction to Externally Set Task. Students choose from 2-3 shortlisted themes from the paper and gather artist research and research related to theme.</p> <p>Statement of intent to clarify intentions.</p> <p>Development of good approaches to recording primary photography linked to the theme.</p> <p>Presenting primary photographs or collection of documents, objects etc.</p> <p>Development of techniques and approaches through 2-3 composition studies/imitations/pastiches of 3 chosen artists using a range of mediums.</p> <p>Artist study review sheets using 30 screenshots.</p> <p>Primary photographs from relevant visits/trips to generate further research.</p> | <p>Development of ideas for logo – Name generation, shortlisting, questionnaire.</p> <p>Further development of ideas and designing logos. Supported with logo research, detailed analysis.</p> <p>Introduction to sketching logo concepts and refining/presenting logo variants.</p> <p>Students will develop 3-5 logos using techniques and approaches identified from research/studies.</p> | <p>Researching final outcomes followed by detailed analysis of best practice.</p> <p>Final design ideas developed and informed by research and creative journey.</p> <p>Planning for Supervised Time.</p> |