

Long Term Curriculum Plan – ADT – Graphic Communication

Graphic communication curriculum intent

The Graphic communication curriculum is designed to provide all learners with the knowledge and competencies needed to be creative, independent and with an ability to articulate their learning. The curriculum has been planned and sequenced to allow learners to be challenged, knowing more, and remembering more by revisiting key design knowledge and skills throughout each key stage. Schemes of learning have been developed so that they fully utilise digital graphic design competencies, with some aspects of traditional media, developing students' understanding of designers' roles throughout history and culture. Ultimately, the knowledge and competencies learnt throughout each key stage will equip students for future learning and employment.



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| | Year 7 – 1 rotation (12/13 weeks) Year 8 – 2 rotations (6/7 weeks each) | | | | | |
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| Year 7 GC | <p>Graphic Communication: Introduction to Illustrator and Photoshop – Initially lessons will focus on gaining knowledge and understanding of the key tools and techniques. Students will also explore the principles of design throughout the course. Finally, students will work from a set brief to create an outcome that brings together their new knowledge and skills in graphic communication. Assessments will take place after week 6 and in week 11/12</p> | | | | | |
| Year 8 GC | <p>Graphic Communication: Surf Skate & Snow shop branding and board design brief: A SoL that explores design for branding and marketing. Assessment will take place at the end of the rotation.</p> | | | <p>Graphic Communication: Book illustration cover design brief: A SoL focused on developing knowledge and understanding of layout, colour and typography. Assessment will take place at the end of the rotation</p> | | |
| | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
| Year 9 Graphic Communication | <p>Typography AO1-3</p> <p>Design fundamentals: typography, the anatomy of type.</p> | <p>Typography AO1-4</p> <p>Design fundamentals: Students will choose a brief to respond to, apply their knowledge and skills. Assessment 1</p> | <p>Shape Workshop</p> <p>A focus on developing knowledge and understanding of fundamental design principles using illustrator. Assessment 2</p> | <p>Logo re-design challenge AO1-4</p> <p>Redesign an existing brand logo – problem solving, illustrator skills, applying knowledge of design fundamentals. Assessment 3</p> | <p>Movie poster AO1-3</p> <p>Students will create a Movie poster for the rerelease of an existing movie/ franchise.</p> | <p>Movie poster AO1-4</p> <p>Continued .. Design fundamentals: Layout, colour typography Assessment 4</p> |
| Year 10 Graphic Communication | <p>The Big Issue AO1-3</p> <p>Social/ political issues campaign project</p> | <p>The Big Issue AO1-4</p> <p>Social/ political issues campaign project</p> | <p>Album cover brief</p> <p>Photoshop; Developing knowledge, skills and design theory through a series of workshop based activities</p> | <p>Album cover brief AO1-4</p> <p>Developing a project using the knowledge and skills development in term 3.</p> | <p>Oceanarium AO1-3</p> <p>A trip to the Oceanarium will be the starting point for this project</p> | <p>Oceanarium AO1-4</p> <p>5 hour exam day will conclude this project.</p> |
| Year 11 Graphic Communication | <p>Students will select a previous question from the NEA 2 paper or set their own brief to develop into their main project for their</p> | <p>NEA 1</p> <p>10 hours coursework exam this term</p> | <p>Exam project set by the exam board</p> <p>NEA 2 (40%)</p> | <p>Exam project set by the exam board</p> <p>NEA 2 (40%)</p> <p>10 hour exam March 2025</p> | <p>NEA 1 final portfolio selection and refinement.</p> <p>Final hand in May ?? 2025</p> | <p>Study leave</p> |

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| | portfolio NEA 1 (60%) AO1-4 | | | | | |
| Year 12 Graphic Communication | Introduction to the course Mini project focused on reviewing and refining knowledge and skills. | Design brief Developing knowledge and skills AO1-3 | Design brief Developing knowledge and skills AO1-4 | Introduction to NEA 1 2 week workshop | NEA 1 Personal investigation 60% of final grade | NEA 1 Personal investigation 60% of final grade |
| Year 13 Graphic Communication | NEA 1 Personal investigation 60% of final grade | NEA 1 Personal investigation 60% of final grade Final hand in on 1 st February 2026 | Externally set task NEA 2 40% of final grade | Externally set task NEA 2 40% of final grade | Externally set task NEA 2 40% of final grade | Study leave |