Pathway 4 – Graphic Design

Abstract

Graphic designers explore ideas, materials and techniques in response to self-defined or given briefs. In order to develop their own professional skills, they work with different materials and experiment widely — increasingly through digital means — to explore the potential of a chosen medium and its suitability for the task. They research widely from different sources to gain inspiration to help them develop ideas. Professionals continuously review the progress of their work to ensure it meets their creative intentions and the requirements of the brief.

Graphic design involves designing images and/or text to communicate identified messages or information in dynamic, innovative ways. Learners will investigate the manipulation, treatment and creative possibilities of both studio and digital graphic design materials and techniques. The aim of this pathway is to enable learners to understand how to respond creatively to specialist graphic design briefs.

A successful response to a graphic design brief requires a working knowledge of how professional graphic designers work and the markets they target. Target markets and their specific needs vary enormously. Learners need to be taught how to analyse briefs and identify the needs of their target market. They will be introduced to the increasingly important concepts of branding and corporate identity, which will often need to be taken into account when developing a response. Learners will be encouraged to explore graphic design through market research and to work within given constraints and resources similar to professionals.

In graphic design, media and materials can be used in many ways to create different effects and results. Learners will develop their understanding by exploring a variety of traditional studio media and materials, computer-aided media and photographic manipulation. They will also explore specialist techniques and processes for using different media and materials. Learners will understand how to work safely and avoid risks to themselves and others. They will also be introduced to specialist tools and equipment, learn how to use them correctly and look after them carefully.

Pathway 4 – Graphic Design – Learning Outcomes/Strands

On completion of this pathway a learner should:

1 Know how to develop ideas and final outcomes to meet graphic design briefs by selecting materials and techniques

2 Be able to use studio materials and techniques

3 Be able to use digital techniques and processes.

Pathway 4 – Graphic Design – Content

**1 Know how to develop ideas and final outcomes to meet graphic design briefs by selecting materials and techniques**

*Develop ideas:* ask questions e.g. target market, needs and preferences of target market, information to be communicated, technical factors to be taken into account, what can be learned from similar commercial projects

*Graphic design briefs:* branding; corporate identity; advertising; packaging; design for print; websites; CD ROMS

*Materials, techniques and processes*: choosing in terms of aesthetic qualities and fitness for purpose, e.g. considering alternative options; exploring properties, characteristics, effects, uses, limitations and creative potential; discussing why some materials and techniques are more suitable than others

**2 Be able to use studio materials and techniques**

*Studio materials and techniques:* e.g. producing sheets of roughs or ‘thumbnail’ sketches; adding letterforms to images by collage, ‘paste-up’ methods or by indicating them with marker pens; using reprographic techniques, e.g. photocopiers to copy, enlarge, reduce and manipulate work; producing finished ‘visuals’ of graphic design ideas using marker pens and other mark-making media

*Health and safety*: crucial aspects of workshop practice; how to think and work safely within a studio environment; Health and Safety Act 1974; COSHH guidance on materials

**3 Be able to use digital techniques and processes**

*Digital techniques and processes*: eg inputting, manipulating and editing images; producing prints of graphic design work generated on screen; where possible creating interactive media ideas or online outcomes

Assessment for Pathway 4 – Graphic Design

|  |  |  |  |
| --- | --- | --- | --- |
|  | Standard Level All should achieve | Intermediate LevelMajority achieve | Advanced LevelMost able achieve  |
| Strand 1:Design4.1 | Standard 1 - develop basic ideas and final outcomes to meet graphic design briefs by exploring appropriate materials, techniques and processes safely | Good 1 - develop effective ideas and final outcomes to meet graphic design briefs by exploring a range of alternative materials, techniques and processes safely | Outstanding 1 - develop imaginative ideas and final outcomes to meet graphic design briefs by exploring a wide range of alternative materials, techniques and processes safely |
| Strand 2:Studio Techniques4.2 | Standard 2 - use studio materials and techniques basically and safely | Good 2 - use a range of studio materials and techniques effectively and safely | Outstanding 2 - use a wide and appropriate range of studio materials and techniques creatively, independently and safely |
| Strand 3:Digital Techniques4.3 | Standard 3 - use digital techniques and processes basically and safely. | Good 3 - use a range of digital techniques and processes effectively and safely. | Outstanding 3 - use a wide and appropriate range of digital techniques and processes creatively, independently and safely. |

Assessment Levels for Pathway 4 – Graphic Design

Standard Level – All students should achieve

For **Standard Level – Strand 1**, Learners will be expected to be able to develop basic ideas and outcomes to given briefs. Learners at this level should be able to select appropriate materials, techniques and processes for investigation and exploration, but will need some guidance. This could be achieved via a presentation to the class, a witness statement, an observation record or within annotated sketches or worksheets as part of a project. They will also be expected to demonstrate safe handling of materials, tools and equipment.

**Standard Level – Strand 2** requires learners to use specific graphic design studio materials and techniques. At this level, the learners’ skills will be basic.

**Standard Level – Strand 3** is closely linked, as the learners’ evidence should demonstrate a basic and safe ability to use digital techniques and processes. It is envisaged that this may involve learners in a variety of tasks to develop their skills and understanding. If assessed directly by the teacher, suitable evidence from guided activities would take the form of observation records completed by the learner and the teacher.

Intermediate Level – Good – Majority of students should achieve

For **Good Level – Strand 1,** learners should demonstrate development of effective ideas and final outcomes to given briefs. They will explore a range of creative and alternative materials, techniques and processes. Learners will have a sound understanding of the relevant health and safety issues.

**Good Level – Strand 2 and 3** require learners to use a range of studio and digital materials, techniques and processes effectively. The tasks carried out could be similar to those undertaken for Standard Level – Strand 2 and 3, but teachers would additionally expect learners to carry out more in-depth and varied experimentation. Assessment evidence for this criterion could take a similar format to Standard Level – Stand 2 and 3.

Advanced Level – Outstanding – Most able should achieve

For **Outstanding Level – Strand 1** learners are required to independently develop imaginative ideas and final outcomes to graphic design briefs by exploring a wide range of alternative materials, techniques and processes.

**Outstanding Level - Strand 2 and 3** require the learner to use a wide range of specialist studio and digital materials, techniques and processes creatively, independently and safely. Assessment evidence for these criteria could take a similar format to that for Good Level – Strand 2 and 3.

GCSE GCSE

Grade Mark – 10 Mark – 100 Level

A\* 10 90 – 100 8/9

A 9 70 – 89 7

B 8/7 60 – 69 5/6

C 6/5 50 – 59 4

D 4 40 – 49 3

E 3 30 – 39 2

F/G 2 20 – 29 1

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