

Y9 Typography, Product Design, Product Marketing

week	Curriculum Overview Product Design
1	<p>To explain letter styles and use in graphic design, what is typography? To introduce pupils to Health and Safety issues when using modelling tools. To describe the expectations through research and analysis. To explain and apply research techniques and use of appropriate vocabulary in analysis. To develop skills in presentation of research and analysis.</p>
2	<p>To recognise how research and analysis can be used in a design process To study and focus on typography design in logo design and product development, printed and digital. To plan a sequence of design activities through a specified criteria (specification) To develop drawing skills by using 3D drawing techniques through crating. Understanding typography styles including serif and san serif basic letter shapes.</p>
3	<p>To introduce a product design and marketing design brief. Introduce and explain research and analysis material for consideration. To present information in an informative and creative way, continued from week 1 recall. Use analysis to benefit a design process. Understanding of how to use CAD and DTP.</p>
4	<p>Using research and analysis to inspire creative thinking. To apply influences of target market concept logo design and marketing. To create design concept ideas through visual communication and application of media.</p>
5	<p>To Discuss and explain development of design from concept ideas. Demonstrate an understanding of how to refine concept thinking. Visually communicate development ideas through refined drawing techniques. To concept and develop product design packaging and introduce the theory behind ergonomic design features.</p>
6	<p>To produce a final product design drawing for product package/container. To introduce the process behind creating a product prototype. To look at modelling materials such as Styrofoam and how it can be shaped and manipulated. Understanding the issues around health and safety and workshop practice.</p>
7	<p>To understand how to shape and manipulate materials to produce a prototype. To understand how use a rasp/surform To understand how to use a rough and smooth file, including detailed work with needle file. How to use glass/sand paper to refine and smooth a prototype product made from Styrofoam. To reinforce safety issues around using tools equipment and PP equipment.</p>
8	<p>To Understand how to use tools and equipment to produce a final product prototype How to media including CAD/DTP techniques to apply graphics in theory. Presentation techniques for final product presentation drawing. Continue with final design.</p>
9	<p>To use evaluation and reflection to improve general approach to a design and make task from start to finish. ASSESMENT WEEK: Go through all techniques covered in the project with Q&A and written test if required. teacher's discretion, depending on progress.</p>