

Curriculum Overview – Graphic Communication

- Teach students to visualise ideas and communicate through design.
- Embed contextual studies of designers, movements, and cultural influences.
- Develop resilience via design iteration, reflection, critique, and refinement.
- Prepare for external design assignments and real-world briefs.
- Connect to enterprise: branding, promotion, sustainability, and ethical design.

Y10	
Autumn	Foundation Programme • Typography, layout, composition, image manipulation. • Collage, colour, observational drawing. • Learn assessment objectives.
Spring	Project 1 – The Honey Project (start) • Branding and packaging for honey product. • Research designers, develop identity.
Summer	Project 1 – The Honey Project (complete) • Experiment with layout, colour, packaging formats. • Final professional-style presentation.

Y11	
Autumn	Project 2 – The Festival Project (start) • Design festival rebrand with posters, logos, merchandise. • Develop independent visual identity.
Spring	Project 2 – The Festival Project (develop) • Continue festival designs and digital outputs. • Work to meet assessment objectives.
Summer	Portfolio Completion & ESA • Refine portfolio and present best work. • Respond to Externally Set Assignment. • 10-hour practical exam.