

		Autumn1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12		<p>Branding – Logo & Packaging Design for ethical brand Karma Coffee/ Drinks</p> <p>Research Students will begin by looking at typography over the last century and focus on certain trends and styles. They will also choose a specific genre to study: Bauhaus Art Deco Art Nouveau Constructivism Swiss Style</p> <p>Explore materials drawing, painting, printing, digital media Record observations Primary and secondary research, using photography, recording visits to galleries Personal response development and final logo and packaging design.</p> <ul style="list-style-type: none"> • Branding • Logo design • Drawing 	<p>Typography Exploration</p> <p>Exploration of typography based on the style of certain artists/designers. Students will be asked to find inspiration on London Gallery Trip.</p> <p>Create the letter K for Karma they will choose artists as starting points for this using a variety of media, such as ; Clay Cardboard Paint Pencil Photographed objects Digital media</p> <p>Print workshops; produce poly print and a reduction lino print.</p>	<p>Packaging Project</p> <p>Research into drinks and food packaging in supermarkets and shops and how this will link to the logo/packaging design.</p> <p>Adobe Illustrator/ Photoshop workshops. Students will learn to manipulate and edit existing images in Photoshop and draw and design in Illustrator.</p> <p>Consider types of packaging and possible layouts.</p> <p>Final designs put onto templates using Adobe Photoshop, vector drawings on Illustrator</p>	<p>Alice in Wonderland /Book Illustration</p> <p>Research and investigation research book, watch the film(s) illustration research, read the book watch the film(s). Karl James Mountford, Tove Jansson, Yayoi Kasama, Lauren Child, Ralph Steadman, Rob Ryan, Sanna Annuka,</p> <p>Students will choose at least 3 of the given artists or find an artist or their own choice. They will observe and record from their work.</p> <p>Explore materials Character studies based on the story. Students will utilise and build upon skills that have a learnt in the previous project. observational drawing, painting, printing. Paper Engineering, 3D, digital work.</p>	<p>Alice in Wonderland /Book Illustration</p> <p>Thumbnail sketches of book cover to show layout Explore elements of the illustration work to create a repeat pattern. Look at layout and image and text working together Present final book cover and endpapers using an Adobe Photoshop template ready for print. Students can also consider 3D outcomes that can be photographed or made into concertina booklets.</p> <p>Improving design Pattern making Layout skills Illustration/ narrative skills Digital skills</p>	<p>Personal Investigation 60%</p> <ul style="list-style-type: none"> • Generate and develop personal ideas, Research primary and contextual sources • Record practical and written observations, • Experiment with media and processes generate and explore potential lines of enquiry using appropriate techniques • Demonstrate skilful use of the formal elements, including line, tone, colour, shape, pattern, texture, form and structure <p>Students are expected to study one or more of the following areas of design : interactive media (including web, app and game design) advertising packaging design design for print illustration communication graphics branding multimedia motion graphics design for film and television.</p>
	Assessments	<i>Final Logo and Packaging Design</i>	<i>Students will be assessed on their letter Ks based on artists' work using the feedback sheet.</i>	<i>Formal assessment on logo and packaging designs using objectives on a feedback sheet.</i>	<i>Assessment- character design pages</i>	<i>Formal assessment using feedback sheet of final book cover outcome</i>	

Year 13		<p>Personal Investigation</p> <p>Continuation of Personal Investigation: consolidating ideas, reviewing and refining work as it progresses.</p> <p>Organise, select and communicate ideas, solutions and responses, and present them in a creative and coherent way fully annotating and documenting the individual artistic journey. • Build on artist analysis and research skills making clear links with the work of others outlining how the inspiration as informed their creative process. Reviewing and refining final responses, completion of essay, sketchbook work and final outcomes for Personal Investigation Refine ideas towards producing personal resolved outcome(s).</p>	<p>Externally set exam 40%,</p> <p>Students respond to a stimulus, provided by AQA, to produce work which provides evidence of their ability to work independently within specified time constraints, developing a personal and meaningful response which addresses all the assessment objectives and leads to a finished outcome or a series of related finished outcomes.</p> <p>AO1: Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding Specific tasks to be decided by the student(s). However, students will be guided to complete: - Title page - Mind-map responding to the title - Artist workshops - Individualised drawings – with annotations - Artist information page AO2: Explore and select appropriate resources, media, materials, techniques, and processes, reviewing and refining ideas as work develops. AO3: Record ideas, observations, and insights relevant to intentions, reflecting critically on work and progress. Continuation of exam preparation: consolidating ideas, reviewing and refining work as it progresses.</p>	<p>Exam Unit and Completion</p> <p>AO4: Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.</p> <p>Final stages of exam preparation with 15 hour examination in May. Media experiments for final piece - Mixed media - 1 media Application experiments - Surface experiments - Final piece ideas - Trial final pieces - Final piece - Evaluation Students will use this time to make improvements to their coursework unit. Students will display Year 13 work in the A Level Art Exhibition in May. All coursework and examination work marked by teachers and marks sent to the exam board in May. Work displayed by teachers ready for the external moderator in June.</p>
	Assessments	<i>Ongoing tutorials with teacher</i>	<i>Ongoing tutorials with teacher</i>	<i>External Assessment</i>

