

Graphic Design

What will be studied?

Topic(s)

1. Introduction to graphic design and advertising
 - a. Learning to use Adobe Photoshop
 - b. Conventions of advertising
2. Branding and layout
 - a. Importance of colour theory
 - b. Developing a brand through the use of logos, slogans and typography
 - c. Layout and composition
3. Practical production
 - a. Creating an advert using Adobe Photoshop
 - b. Evaluating and reflecting on practical work

How do you assess the learning?

Spelling tests to learn the conventions of advertising.
Self and peer assessments of classwork and homework.
Verbal feedback of drafting process to help prepare for the summative assessment.
Summative assessment based on practical production in which students apply the theory they have learnt about graphic design using Photoshop.
End of unit multiple question assessment.

How can I help my child?

Guidance and advice

Graphic design [YouTube playlist](#)

Encourage them to create their own design ideas by attending **Photoshop club** and using free online software: <https://www.photopea.com/> and <https://www.gimp.org/>