

## Year 9 Graphic Design

### What will be studied?

#### Topic(s)

1. Advertising
  - a. Principles of graphic design: colour, layout and typography
  - b. Learn skills in Adobe Photoshop
  - c. Target audience
  - d. Conventions of advertising
  - e. Practical: Use Adobe Photoshop to create a print advert
2. Film marketing
  - a. Mise-en-scene to create genre
  - b. Conventions and layout of film posters and how camera shots create an intended meaning.
  - c. Practical: Use Adobe Photoshop to create a film poster
3. Music marketing
  - a. Develop an understanding of branding
  - b. Learn skills in Adobe Illustrator
  - c. Practical: marketing material for a new music artist including: logo, digipak and tour poster.

#### How do you assess the learning?

- Each unit of work will consist of planning materials to create the practical production, both of which are assessed.
- Self and peer assessments of classwork and homework
- Teacher feedback of classwork to help prepare for summative assessments

### End of Year Examination

#### How will I be assessed at the end of the year?

A one hour written exam and final practical production.

### 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/>

Encourage them to access a wide range of media products that cover a variety of genres for different target audiences, e.g. films, newspapers, magazines, TV programmes, radio broadcasts.