

Year 9 Graphic Design

What will be studied?

Topic(s)

1. Music marketing
 - a. Principles of graphic design: colour, layout and typography
 - b. Develop an understanding of branding
 - c. Learn skills in Adobe Illustrator
 - d. Practical: marketing material for a new music artist including: logo and merchandising
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. Advertising
 - a. Conventions of advertising
 - b. Practical: Use Adobe Illustrator to create a logo and Photoshop to create a print advert (end of year assessment)

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?

Final practical production and online exam.

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.photopoea.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.