

Subject Name BTEC National Diploma Graphics

	Year 12	Year 13
A u t u m n 1	<p>Unit 10 Materials Techniques and Processes Introduction to the fundamental materials, techniques and processes in 2D-, 3D- and time-based graphics. Graphic designers continually experiment with 2D-, 3D- and time-based materials, processes and techniques to create new and innovative ideas, concepts and designs for products. These could be for advertising, packaging, branding or for editorial and website designs and information graphics. In this unit, you will be introduced to a range of 2D-, 3D- and time-based graphic materials, techniques and processes used in graphic design. You will develop ideas for graphic designs based on your exploration and experimentation. You will review and reflect on the results, and make plans for skills development. The technical skills and understanding you will develop in this unit are key skills required in the graphic design industry. The exploration with materials, techniques and processes you create can form part of a portfolio of work for progression to employment or higher education.</p> <p>Learning aims A Explore materials, techniques and processes used in graphic design B Apply graphics materials, techniques and processes to produce design solutions for a brief C Review and reflect on own use of materials, techniques and processes in graphic design.</p>	<p>Unit 23 Branding in Graphic Design Explore the concept of branding, developing skills in creating and producing designs to communicate brand associations, values, personality, behaviours and communication. Unit introduction Branding is all around us and is a way of communicating the values and personality of a business, hopefully impacting positively on the target audience. In this unit, you will learn about the conventions used in the branding industry and explore how designers work with these conventions to create visual identities in their designs. You will understand how good design can communicate a brand's values, personality and associations effectively to increase customer/user involvement and make it stand out from its competitors. You will explore branding design methods and techniques yourself and work through a design process to develop ideas and designs for a specific branding brief. Finally, you will review the development of your branding skills and understanding and evaluate the success of your final designs. The technical skills and understanding you will develop in this unit are key skills required in the graphic design industry. The branding designs you create can form part of a portfolio of work for progression to employment or higher education.</p> <p>Learning aims A Explore the techniques and processes used in developing brand identities for different consumer audiences B Apply branding techniques and processes to develop designs for a specific consumer audience C Review and reflect on use of branding design techniques and processes.</p>
A u t u m n 2	<p>Unit 22 Graphics for 3D Develop skills in 3D design, creating designs to communicate information in innovative and engaging ways. Unit introduction Graphics for 3D design are all around us, in packaging, products, signage, interactive games, animation, websites and vehicle livery, often communicating complex information through the creative use of information graphics. In this unit, you will learn the terminology and conventions used in 3D design and explore how</p>	<p>Unit 8: Professional Practice in Art and Design Explore professional practice in the art and design sector, developing a piece of art and design work for a particular market. Unit introduction Art and design practitioners are often freelancers and entrepreneurs who need to find ways to earn a living. They can do this by selling their own work through an online marketplace, producing work for a commission, or responding to an invitation to submit work from a client or company. In this unit, you will become a freelance art and design practitioner or entrepreneur, and explore real</p>

	<p>designers work with typography, imagery and layout to create surface graphics designs for 3D objects. You will explore digital and non-digital 3D prototyping, as well as typographic, image making layout and information graphics processes and techniques. You will then work through a design process to develop ideas and designs for a specific design brief. You will learn about the design constraints when creating 3D mock-ups, including form and functionality, structure, accessibility and purpose. The technical skills and understanding you will develop in this unit are key skills required in the graphic design industry. The graphics for 3D designs you create can form part of a portfolio of work for progression to employment or higher education.</p> <p>Learning aims</p> <p>A Explore the digital and non-digital techniques and processes used in graphics for 3D design</p> <p>B Develop ideas for graphics for 3D designs to communicate information to a specific target market</p> <p>C Review and reflect on use of graphics for 3D design techniques and processes.</p>	<p>opportunities to produce work for a particular market. You will investigate the current trends and potential areas of funding, and come up with a proposal for a product you would like to develop. You will design and realise that idea and reflect on its success in the marketplace. You will also reflect on the process you went through and the all-important audience and/or client feedback. To complete the assessment tasks within this unit, you will need to draw on your learning from across your programme. The skills you will develop in this unit, such as generating, designing and realising ideas, are integral to all vocational and professional practice. All these are essential parts of the application process to gain commissions, employment as an entrepreneur or for entry to higher education.</p> <p>Learning aims</p> <p>A Explore the opportunities to develop art and design work for market</p> <p>B Develop ideas, plans and costings to produce an art and design product for market</p> <p>C Design and test an art and design product for market</p> <p>D Realise an art and design product for market</p> <p>E Review the success of an art and design product developed for market.</p>
S p r i n g 1	<p>Unit 21 Typography</p> <p>Learners investigate and explore typography and typographic design, developing skills in creating and producing typographic and layout designs to communicate a message to a specific audience.</p> <p>Unit introduction</p> <p>Graphic design is all around us, in advertising, on packaging, websites, social media and magazines, communicating complex information and messages through the creative use of typography and typographic design. In this unit, you will learn the terminology and conventions used in the graphic design industry and explore how designers work with letterforms, type and layout to create designs. You will explore digital and non-digital typographic and layout processes and techniques, and work through the design process to develop ideas and designs to a specific design brief. The technical skills and understanding you will develop in this unit are key skills required in the graphic design industry. The typographic and layout designs you create can form part of a portfolio of work for progression to employment or higher education.</p> <p>Learning aims</p> <p>A Explore the techniques and processes used in typographic and layout design to communicate meaning to an audience</p> <p>B Develop ideas for typographic and layout designs to communicate a message to a specific audience</p>	<p>Unit 7 Preparation</p> <p>Looking at previous papers and successful student outcomes</p>

	<p>C Review and reflect on use of typographic and layout design techniques and processes.</p>	
<p>S p r i n g 2</p>	<p>Unit 24 Graphic Illustration Explore processes and techniques of graphic illustration, applying technical skills to effectively communicate messages to target audiences. Unit introduction The art of illustrating information takes many different forms: on book covers, in books, icons on websites, corporate branding and even as infographics in newspapers and magazines. Graphic illustrators use media and materials to communicate complex information and messages to target audiences. In this unit, you will discover a wide variety of approaches to graphic illustration. You will research a range of graphic illustrations and review the processes and techniques used to communicate messages. You will explore a range of ideas and explore the principles of visual communication. You will use media, materials and processes to complete a final graphic illustration. Continuous review and reflection as you develop your ideas and techniques, will help to improve your final graphic illustrations. The skills and knowledge you develop in this unit are key to helping you prepare to work in the creative industries. The outcomes produced can form part of a portfolio of work for progression to employment or higher education. Learning aims A Explore materials, processes and techniques used for graphic illustration B Apply graphic illustration materials, processes and techniques in response to a set brief C Review and reflect on the materials, processes and techniques used to develop graphic illustration practice.</p>	
<p>S u m m e r 1</p>	<p>Unit 6 Managing a Client Brief Investigate the process of managing client briefs in the art and design sector, applying creative skills to develop responses. Unit introduction Whether a sole trader, freelancer or member of a design house, for those working in the creative industries, being able to respond to and manage a client brief is an essential vocational skill. In this unit, you will develop the skills required to successfully manage a client brief. You will learn how to interpret and respond to a brief, developing potential solutions within the constraints set by the client. You will develop a proposal through the presentation of draft or prototype art and design work. You will learn the importance of professional practice when developing your proposals for a client. You will review and reflect on the</p>	<p>Unit 7: Developing and Realising Creative Intentions This unit offers the opportunity for learners to develop and realise their own personal piece of art and design work. Unit introduction This unit will give you the opportunity to develop and realise your own art and design idea. You will take into consideration all the aspects of art and design you have learned throughout the course and produce an art and design piece that exemplifies your skills and knowledge. You will develop ideas in response to a theme and explore the work and working practices of artists and designers that inspire you. You will consider current trends and/or contextual influences to help you move forward with the piece. You will explore the materials, techniques and processes which you feel best meet your creative intentions. You will review and</p>

	<p>development process, justifying your creative choices and how you have met the needs of the client brief.</p> <p>The skills and knowledge you develop in this unit will improve your professional practice. The presentation skills will also help prepare you for interviews into employment, an apprenticeship or higher education.</p> <p>Summary of assessment</p> <p>This unit is assessed under supervised conditions. Learners will be provided with a client brief at the start of a four week period in order to perform research. Learners will be given ten hours scheduled by the centre for monitored preparation. The supervised assessment period is fifteen hours and can be arranged over a number of sessions. During the supervised assessment period, learners will develop a proposal for a piece of art or design work and present this in response to a brief. Pearson sets and marks the task. Please see Issue 3 of the Sample Assessment Material to help prepare learners for assessment. The number of marks for the task is 60. The assessment availability is January each year.</p>	<p>refine your ideas and practice throughout the process before finally completing your final piece. You will present your development and realisation process to a professional standard. To complete the assessment tasks within this unit, you will need to draw on your learning from across your programme. The work you produce in this unit can form part of a larger digital portfolio which showcases your ideas, skills and knowledge which you can use for interview for higher education courses or employment.</p> <p>Summary of assessment</p> <p>This unit is assessed under supervised conditions. Learners will be provided with a theme and task at the start of an eight week period in order to perform research and development. Learners are given 20 hours of monitored sessions scheduled by the centre for their research and development. The supervised assessment period is 25 hours and can be arranged over a number of sessions. During the supervised assessment period, learners will produce an outcome and digital portfolio. Pearson sets and marks the task. Please see Issue 3 of the Sample Assessment Material to help prepare learners for assessment. The number of marks for the task is 60. The assessment availability is May/June each year.</p>
<p>S u m m e r 2</p>	<p>Unit 13 3D Design Materials</p> <p>Explore a range of 3D materials, techniques and processes. They will develop their skills through thorough investigation, and apply them to produce a final piece in response to a 3D brief.</p> <p>Unit introduction</p> <p>There are a whole range of 3D materials that are used to create objects, art and artefacts that surround us every day. From the crockery in your kitchen to your favourite piece of jewellery to a bespoke piece of furniture, there are many applications of material and many techniques and processes. Each artist and designer must thoroughly understand their chosen material to be able to design and create a successful piece. What are the materials' characteristics? What are the best techniques and processes to use? How do you produce the effect and surface quality that you want to achieve?</p> <p>This unit will introduce you to a range of 3D materials, techniques and processes through a thorough, in-depth investigation. You will use 2D and 3D ideas generation when responding to a brief, and apply your 3D skills to produce a body of work that reflects a deep knowledge and understanding of material and technique. You will keep a visual annotated log of your processes, and review and reflect on your results. The technical skills you will develop in this unit are key for</p>	

	<p>understanding 3D materials and techniques. The work produced can form part of a portfolio of work for progression to employment or higher education.</p> <p>Learning aims</p> <p>A Explore 3D design materials, techniques and processes</p> <p>B Apply 3D design materials, techniques and processes to a brief</p> <p>C Review and reflect on 3D design materials, techniques and processes.</p>	
--	---	--