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| **What will we be learning?**  Year 12 projects will help build your skills and understanding of the assessment objectives ready for Yr 13.   1. **Branding** 2. **Creative lettering** 3. **Mock exam** 4. **Personal Branding** | **Why this? Why now?**    This year will challenge your understanding of design and stretch your comfort zone as you work with different materials and processes when creating your outcomes. You will need to think carefully about your use of style, colour, type and composition when creating products, and consider what you are communicating and how you might advertise your message/brand.  When working on these projects you will need to manage your time carefully and utilise your study sessions. | **Key Words:**  Processes  Materials  Techniques  Set  Connected  Unique  Harmony  Lino  Wire  Acrylic  Laser cut  3D  Clay  Pen  Biro  InDesign  Illustrator  Photoshop |
| **What will we learn?**   * An introduction to InDesign * Advanced illustrator skills * An exploration of materials and techniques * How to create unique outcomes that work together as a set * How to present your final outcomes * How to refine your work * How to reflect upon your skills and processes to identify your strengths * How to manage your time effectively | |
| **What opportunities are there for wider study?**  Degree in Animations, character design, graphic design, visual communications or photography.  **Careers:**  Animation  Sign writer  Photographer  Graphic Designer  Digital marketing  Architect  Interior Designer  Visual Merchandiser  Buyer | |
| **How will I be assessed?**  AO1: Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.  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.  AO4: Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements. | |