

# Graphic Design— Recognised Designers Unit 2

## Unit 02 Graphic design practice (A/615/3957)

<b>Unit summary</b>	Learners will explore design disciplines, examine the work of recognised designers and use their understanding of design components to identify successful design practice. They will choose one discipline, select some work by a recognised designer in that discipline and create their own piece of graphic design, taking inspiration from their research and using components found in the work of their chosen designer.
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### LO1: Research into areas of Graphic design and recognised designers

Grading descriptors	Example
<b>Pass:</b> Relates information from <u>at least two</u> sources.	Learners will communicate some defining characteristics of design within their chosen discipline, using at least two sources to obtain information.
<b>Merit:</b> Relates information from <u>different formats</u> from <u>at least two</u> sources	Learners will communicate the main characteristics of design within their chosen discipline, using information from at least two sources and in at least two different formats.
<b>Distinction:</b> Relates information from <u>different formats</u> from <u>different types of sources</u> commenting on the credibility of sources	Learners will communicate the main characteristics of design work within their chosen discipline using a range of different sources from different formats to obtain information. They will state which sources have the most value and why.

### LO2: Creating a piece of work in the style of a recognised designer

Grading descriptors	Example
<b>Pass:</b> Selects and uses technical skills or processes	Learners will create a piece of graphic design, using all of the relevant graphic design components, in response to a graphic designer's work. This would demonstrate application of technical skills.
<b>Merit:</b> Selects and uses a combination of the <u>most appropriate</u> technical skills/processes/equipment/material	Learners will create a piece of graphic design, using all of the relevant graphic design components in response to the chosen graphic designer's work.  This would demonstrate effective application of technical skills, they may be inconsistently applied.
<b>Distinction:</b> Selects and uses a combination of the most appropriate relevant skills, equipment, materials <u>and</u> processes	Learners will create a piece of graphic design, using all of the relevant graphic design components, in response to the chosen graphic designer's work.  This would demonstrate effective, consistent application of technical skills.

Learners will complete unit 2 during Autumn 2 and Spring 1. They will get feedback and time to improve work where necessary. Strict deadlines will be in place. They will complete the 3 learning outcomes by answering a range of design briefs. They will work in the style of a chosen designer and use PowerPoint to communicate their work.

## MARKING CRITERIA FOR UNIT 2

### LO3: Reviewing your experiments

Grading descriptors	Example
<b>Pass:</b> Makes detailed conclusions	Learners will give detailed conclusions about their own work but they may have limited evidence of how it is made in response to the chosen graphic designer.  Learners will cover the appropriate use of technical skills and appropriate graphic design components <u>and</u> provide justification for their selections. However, learners will inconsistently link this to the chosen graphic designer.
<b>Merit:</b> Makes detailed conclusions <u>related</u> to their graphic design	Learners will give detailed conclusions about their own work and they will have evidence of how it is made in response to the chosen graphic designer.  Learners will cover the appropriate use of technical skills and appropriate graphic design components <u>and</u> provide justification for their selections and link this to the chosen graphic designer.
<b>Distinction:</b> Makes detailed conclusions related to their graphic design <u>and suggested improvements</u>	Learners will give detailed conclusions about their own work and they will have evidence of how it is made in response to the chosen graphic designer.  Learners will cover the appropriate use of technical skills and appropriate graphic design components <u>and provide</u> justification for their selections which is clearly linked to the chosen graphic designer. Learners will suggest ideas for the effective improvement of future work/their own practice.

Discipline	Recognised designers
Illustration	Quentin Blake, Chip Kidd, Lesley Barnes
Typography	Matthew Carter, El Lissitzky, David Carson
Branding and corporate identity	Ferdinando Guterrez, Michael Beirut, Paul Rand, Alan Fletcher
Advertising Graphics	Saatchi and Saatchi, Mother, Saul Bass, Milton Glaser, Alan Fletcher
Communication Graphics	Neville Brody, Margaret Calvert.
Digital design	Shepard Fairey, Alberto Seveso
Packaging graphics	Peter Saville, Design Agencies: Big Fish, Bloom

This is the website to the course specification, it also has exam papers and exemplar work.