



Subject: Art Year 8

Module 5 - Typography

Overarching Topic:			
<p>Why is this topic being studied at this time?</p> <p>How does it fit into the wider subject curriculum?</p>	<p>Engaging lessons extend student knowledge of typographic styles and practical applications in both the Art and the real world. An appreciation and mastery of typography will enable students to recognise the impact of visual changes in writing as well as imagery. What does your choice of font say about your personality? Which typefaces would you date, ditch or be 'just good friends' with? Can a font make a product look expensive or change what it smells or tastes like?</p> <p>Lessons will challenge students to consider ideas further developed at a higher level of study at Key Stages 4 and 5 and will expose students early to fascinating aspects of Graphics and Media. We constantly interact with type in almost every aspect of our lives. But how do fonts affect what we read and influence the choices we make?</p>		
	Essential	Core	Ambitious
<p>The Big Questions (What questions will students be able to answer upon mastery of the topic?)</p>	<ul style="list-style-type: none"> - What is typography? - Can you name any styles of typography? - Why is the choice of typography important? - Can you identify the impact of typographical choices? 	<ul style="list-style-type: none"> - How can you apply different typography styles to create a theme? - What effect does colour have on typography? - Can you choose typography to suit a defined audience and function? - How can typography influence a viewer? 	<ul style="list-style-type: none"> - Can you account for typographical changes within a specific genre (ie film posters) to consider a target demographic for class, gender, age, location? - What would happen if the whole world only ever used Times New Roman font 12? - Can you re-work effective typography into a poor choice and explain why you've made it inappropriate for its function?
<p>Key Skills/ Techniques</p>	<p>The sophistication and application of skills will become more advanced as students' progress through the essential, core and ambitious knowledge</p>		
	<p>Skill/Technique</p>	<p>How will this skill be developed?</p>	
	<ul style="list-style-type: none"> - Use of cultural sources and typographic styles. - Templates and step by step 	<ul style="list-style-type: none"> - Step by step visualiser lessons - Step by step guides on shared area - Online resources and student exemplar - Extensions with SMHW 	

	<p>guides</p> <ul style="list-style-type: none">- Introducing more digital techniques and photography	<ul style="list-style-type: none">- Booking of IT suites if needed.
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