



Subject: Design Technology Corporate Identity – Graphic Design

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>Inquiry questions: How is corporate identity established through the use of logos and graphic design techniques. Students will research how corporate identity is established and refined over time by looking at changes in logos. They will apply their knowledge to create their own corporate identity for an imagined company. Practical application of colour theory, graphic design techniques and</p> <ul style="list-style-type: none"> - How is corporate identity established? How can complex identities be communicated with minimal graphic representation. <p>Joining up: This project allows students to work with a client focus and concentrate on design. The project introduces them to working with Photoshop and it also helps them to convert 2 dimensional designs into 3D products through the use of nets and developments. Students will study different cultures and culinary styles/cuisine producing logos than can link to and reference these influences. NUTRITION</p>
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	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"> - Are graphic designs heavily influenced by existing designs? - Can I gain some understanding of colour theory? - Does corporate identity have some cultural links? - Can I understand the problems with design fixation? 	<ul style="list-style-type: none"> - Can I ensure my graphic designs show some originality? - Can I gain a good understanding of colour theory? - Does corporate identity have clear cultural links? - Do my designs develop from initial ideas with several iterations? 	<ul style="list-style-type: none"> - Are my designs innovative and original? - Can I gain an excellent understanding of colour theory? - Can I identify how corporate identity clearly links to the chosen cultural influence? - Can I create clear design iterations showing refinement and a wide range of conceptual ideas?

The Key Skills/ Techniques	The sophistication and application of skills will become more advanced as students' progress through the essential, core and ambitious knowledge	
	Skill/Technique	How will this skill be developed?
	Product Analysis	Students will analyze existing food packaging, logos and corporate identity.
	2D Design CAD	Drawing nets for complicated shaped using CAD

	Adobe Photoshop	Students will be introduced to Photoshop and will learn how to use a number of the programs features; they will also learn how to design using the program.
	Converting 2D designing into 3D products	Student will work on flat 2-dimensional designs which need to be folded, scored and slotted etc to form 3 dimensional products using compliant materials.
	Modelling techniques	Students will develop their skills with model making techniques.
	Graphical communication techniques.	Using fonts, logos, pattern, colour and text to communicate.
	Understanding cultural diversity	Students will study different cultures and culinary become considerate, aware designers.