

# Graphic Design

- Image creation and manipulation
- Illustration
- Identity design
- Motion graphics
- Packaging
- Layout
- Typography extended
- Print and prepress

# Image creation and manipulation

Building on fundamental camera and software skills in a creative environment to allow the students to widen their technical abilities, and begin to use original imagery in their design solutions.

Becoming an advanced practitioner in photography or photoshop is not essential however a thorough understanding of how to describe your intentions using the principles, techniques and terminology will make communication with people responsible for those parts of a project much easier.

## learning objectives

### Level 4

- Use basic camera functionality to capture still and moving images.
- use presets and filter to make adjustments to the look and feel of captured media.

### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 5

- Describe basic photographic variables and their effect on still images.
- Use common framing techniques to capture images for a range of photographic genres.
- Use a range of tools to correct and prepare images for various outputs.
- Use a range of techniques to appropriately separate objects from their backgrounds.
- Use masking and layering and adjustments to build compositions.
- Create digital mock-ups of design work.

### Interactions, engagements and activities

Presentation and demonstration of how exposure works and the variables involved.

Activities that encourage practicing adjusting variable to achieve different effects, capturing movement, creating silhouettes.

encouraging the use of own photographic or compositional work.

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## Level 6

- Learning objectives for level 6, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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## Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

# Illustration

# Identity design

Description of the purpose

## learning objectives

### Level 4

- Learning objectives for level 4, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 5

- Learning objectives for level 6, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 6

- Learning objectives for level 6, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.



# Motion graphics

In their 1981 book, *The Illusion of Life*, Disney animators Ollie Johnston and Frank Thomas introduced the twelve principles of animation. The pair were part of Disney's "Nine Old Men," the core group of animators who were instrumental in creating Disney's animation style. The twelve principles have now become widely recognized as a theoretical bedrock for all artists working on animated video production.

<https://idearocketanimation.com/13721-12-principles-of-animation-gifs/>

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## learning objectives

### Level 4

- Recognise the more easily understood principles of animation in existing work.
- Apply the principles of animation to short animated sequences.
- Use simple animation software to convey a short story or message.

### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 5

- Describe the role of key frames in an animated sequence.
- Apply the principles of animation with consistency to...
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 6

- Learning objectives for level 6, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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## Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.



# Packaging

Packaging exists as a topic in the level 5 Web and Graphics programme. Learning in this module can be aided by build a foundation for understanding at level for and the new knowledge can be beneficial to learners in the Product launch module in level 6 Creative Digital Design.

## learning objectives

### Level 4

- Learning objectives for level 4, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 5

- Construct accurate die-lines for existing product packing.
- Modify existing die-lines to alter appearance.
- Construct new die-lines in response to a products size and shape.
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 6 (Product Launch)

Learning objectives for level 6 in relation to packing are most likely achieved in the product launch module.

# Layout

# Typography extended

# Print and prepress

Description of the purpose

## learning objectives

### Level 4

- Learning objectives for level 4, consider blooms taxonomy, learning outcomes, GPOs and learner engagement.
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 5

- Describe the different prepress requirement for a range of printing methods.
- Create documents that satisfy a range of different prepress requirements.
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.

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### Level 6

- Describe prepress requirements for jobs, including the selection of substrates.
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### Interactions, engagements and activities

Describe the types of interaction and activities that could help achieve the objectives.