Y9 Art – 15 minutes

Lesson plan

Curriculum Link: To use a range of techniques to record their observations in sketchbooks, journals and other media as a basis for exploring their ideas. To analyse and evaluate their own work, and that of others, in order to strengthen the visual impact or applications of their work.	
Learning Objective: To explore job roles linked to ways in which Graphic Designers can create work that communicates a message and visual style as part of the KS3 Art and Design curriculum.	
Learning Outcomes: ● To understand the creative discipline of graphic design. ● To understand ways in which graphic design can be used to express and communicate ideas and be used to represent an organisation's values.	
Success Criteria: 1. **Describe** – What does a Graphic Designer do? 2. **Understand** - How Graphic Designers respond to and interpret a brief? 3. **Apply** – Create a brand identity for a mental health charity that supports young people	

Timings	Activity	Details	Resources
2 mins	**Starter** – What do you see?	In pairs: students discuss 2 learnings from the bar chart *(for example, the largest percentage of mental health problems in 2020 was in 11-16 yr old girls)* Ext: Can you think of reasons for this *(The impact of the pandemic on teenagers mental health and increasing low self-esteem and worries about body image as a consequence of social media influences)* Facilitator might want to spend a moment before talking through what the bar chart is telling them *(comparing percentage of children's mental health across gender and two age groups between 2017 and 2020)*	Slide 3
2 mins	**Introduction** – What's the problem?	Facilitator to ask a student to read out the statement on the board. Ask pairs to discuss why they think this is a problem. *(Young people's mental health and wellbeing has never been so important. These statistics show just how big the problem is for young*	Slides 4,5

| | | people in the UK and the need for more care to be provided.)

Get feedback, all answers welcome.

The Challenge
'Help Seb develop a logo and brand identity for the charity that can be used across all materials and publications to help them launch their services in print and online'

So, who are the kinds of people who might want to tackle this problem? Introduce the challenge for the students today and the role of a Graphic Designer. | |
|---|---|---|---|
| 4 mins | **Describe** – What does a Graphic Designer do? | Introduce the role of a Graphic Designer
• Show the video embedded in the PowerPoint (link here)
• Ask students to feedback their answers to how Graphic Designers communicate (*for example, using a combination of imagery and words, applying visual hierarchy and page layout techniques, designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in printed and online materials, to optimise the user experience*) and examples of outcomes (*for example, newspapers, magazines, computer games, comics and graphic novels, logos, drinks cartons, tv title sequences etc*) | Slide 6
Video |
| 3 mins | **Understand** – How Graphic Designers respond to and interpret a brief? | **In a group-based discussion:** Analyse and share ideas in response to the bullet points and questions provided about the support the charity will provide and how aspects of this may be communicated through the logo design.
See slide notes for more information

For this short lesson this will best be delivered through – hands up/pick a person/discuss with the person next to you and feedback. | Slide 7 |

Y9 Art – 15 minutes

Lesson plan

5-10 mins	**Apply** – Create a brand identity for a mental health charity that supports young people.	**Challenge tasks** *(If time allows)* Help Seb develop a logo for the charity that can be used across all materials and publications to help them launch their services in print and online. • Mindmap options and suggestions for the charity's name. • Develop chosen name into a series of initial concepts for the logo through sketches and drawings, annotating to explain ideas.	Slides 8, 9
	Optional extensions if more time or can be set as homework	**Task 1** Research other charities and their awareness campaigns both online and in print. • What do you notice about the imagery and language they use? • How do advertising campaigns for big brands differ from charities? Select two examples to compare. **Task 2** Develop your logo design into a broader visual language by creating designs for a poster campaign and/or promotional material that could include: • Billboard advertisement • Website design (sample homepage and navigation) • Stationery and business cards	Slide 10