

What will you have learnt by the end of terms 3 and 4?

The National Curriculum programme of study states that students should ***"know how art and design both reflect and shape our history, and contribute to the culture, creativity and wealth of our nation."***

In the lettering and typography project, year 7 students will be able to confidently use subject terminology to identify letter parts, letter styles and guidelines used within typography. They will develop their fine motor skills by shading and drawing with control and precision and learn how to draw accurately using both a grid method and using guidelines.

Students will explore how to creatively use letters to express meaning, and discover how different styles of lettering can be used for different purposes.

Students will understand how to design their own typeface within the constraints of a brief.

The Subjects

At KS3, students will study one "Art and Design" lesson once per week. Art and Design modules will include fine art, graphics and art. craft and design schemes of learning with a view to introduce students to a broad variety of visual literacy skills and knowledge. Terms 3 and 4 will focus on graphics.

Assessment

As all subjects within the Art, Design and Technology faculty are predominantly practical, assessment and verbal feedback is an essential aspect of most lessons- this may be teacher led, peer or self-assessment.

At the end of the graphics module, each student will be given grades based upon the work they have completed considering technical skills, design skills and creativity of outcome.

Wider Reading

Each Scheme of Learning is geared towards teaching essential skills, knowledge and understanding with progression towards the KS4 GCSE courses in mind. Please find some resources listed below for wider reading:

<https://offbeatcreative.co.uk/the-difference-between-typography-lettering/>

<https://offbeatcreative.co.uk/the-difference-between-typography-lettering/>

<https://edu.gcfglobal.org/en/beginning-graphic-design/typography/1/>

Lettering and Typography Knowledge Organiser

KEY SKILLS

Identifying different aspects of letters

Accurate measuring and copying

Shading and mark-making

Designing for a brief

Materials used in Term 3 and 4

Pencil

Colouring Pencil

Rulers

Magazine / collage

HEALTH AND SAFETY

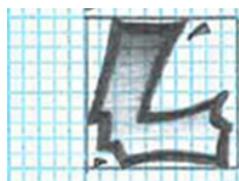
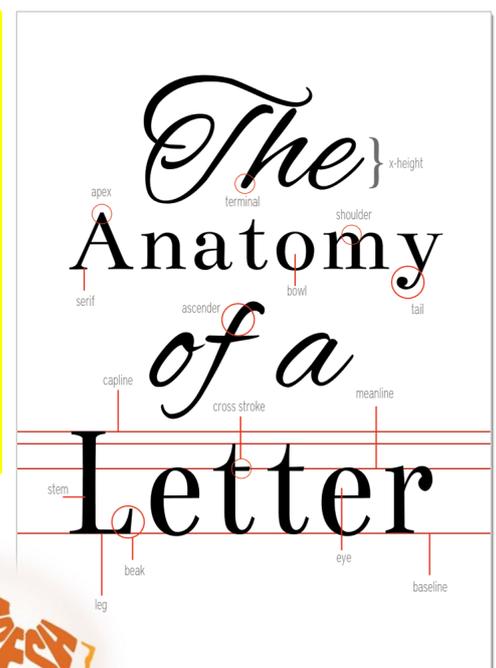
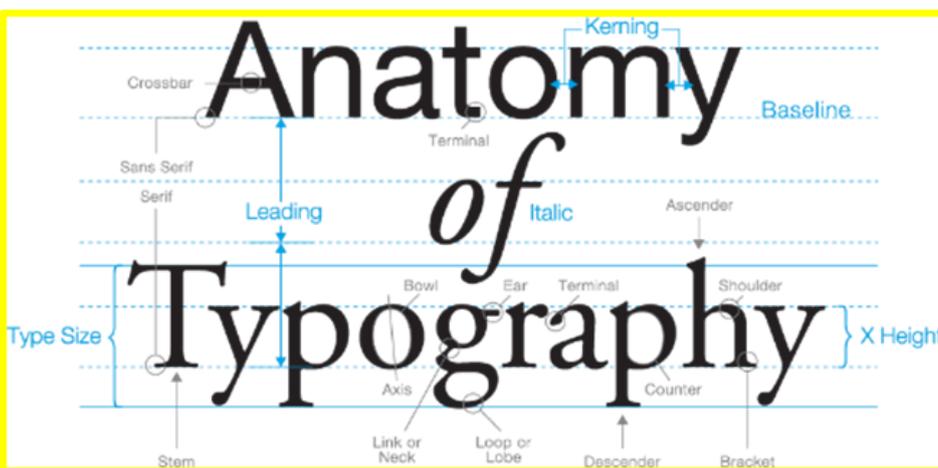
Use equipment with care and diligence

Move around the classroom environment with awareness of others

Behave appropriately in accordance with the class and school rules

KEY VOCABULARY

Serif	A decorative flick or curl at the end of stroke in a letter
Sans Serif	Fonts or typefaces that do not have serifs on their letters
Baseline	The line upon which most letters in a word 'sit' on
X height	The height of a lower case x (the distance between the baseline and the tops of lower case letters without ascenders)
Ascender height	The top of the lower case letters taller than the x (height). Eg 'h', 'k' and 'l'
Cap height	The distance between the baseline and the top of upper case (capital) letters.
Descender height	The bottom of the lower case letters that extend below the baseline. Eg 'p', 'g' and 'q'
Typeface	The individual style and design of a group of letters, numbers and characters
Upper case	Capital letters
Lower case	Small letters



Developments:

Explore how initial letters could be embellished to create impact
Investigate expressive typography; how can words be presented to represent their meaning?

Term 3

Due Date:

Typographic Collage Homework

1. Find examples of different lettering on any packaging, leaflets, magazines that you would ordinarily be recycling or throwing away
2. You can use the following examples as inspiration or you can produce your own idea. You may wish to lightly draw out an image, letter or abstract shape of your choice onto A4 paper first
3. Carefully cut around your found letters and stick these down on to your design. You could stick them down in a random order, stick them according to size or colour or even use the letters to spell out your name or words.

Week
Beginning:



Typographic Collage Examples

Term 4

Due Date:

Inspiration Board:

Collect between 8-10 images relating to your hobbies / interests / favourite foods / favourite colours etc. and stick these on a sheet of A4 paper. You can cut these out from newspapers / magazines, find images online or draw them (or a combination).

These images will be used in class as inspiration for your letter design so a variety of different images would be best. You may add brief annotations to explain your choice of images.

Week
Beginning: