

ARTCZ.

Synoptic connections

**NCFE Level 1/2 Technical Award in Graphic
Design
QN: 603/7011/7**

Synoptic connections

Synoptic assessment requires learners to combine elements of their learning and show accumulated knowledge and understanding across the qualification content. It enables learners to evidence their capability to integrate and apply knowledge, understanding and skills gained with breadth and depth in context.

It is therefore essential when planning for teaching and throughout delivery that the interdependencies and links build across the content of the qualification and are highlighted and reinforced.

The qualification comprises 6 mandatory content areas. All content is mandatory and must be taught.

The teaching content does not have to be delivered in a linear way; content areas are interdependent in knowledge, skills and concepts.

Teachers may take a synoptic approach across the qualification. This will enable learners to be able to apply theories and concepts from across the qualification specification in context to skills-based situations. Through combining content and developing holistic connections, learners will be able to demonstrate and evidence their full knowledge and understanding of the subject area and graphic design sector.

Learners will have the opportunity to identify relevant study skills and reflect upon their preferred learning style throughout the qualification.

Content area 1: Components of graphic design**Content area 1.1: Components**

An understanding of the components of graphic design will support the learner to understand how line, colour, tone, composition, typography and imagery are used in traditional and contemporary graphic designs.

This content area does not have to be delivered by teachers in a linear fashion. When planning delivery, teachers may take a synoptic approach and make synoptic connections across the wider content of the qualification.

Content areas that link synoptically to content area 1.1 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
 - 4.2 Experimentation with tools, materials and techniques
5. Graphic design production:
 - 5.1 Digital technical skills

Content area 1.2: Visual language of graphic design

An understanding of the visual language of graphic design will support the learner to understand how communication, aesthetics and context are used in traditional and contemporary graphic designs.

Content areas that link synoptically to content area 1.2 include:

1. Components of graphic design:
 - 1.3 graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
 - 4.2 Experimenting with tools, materials and techniques
5. Graphic design production:
 - 5.1 Digital technical skills

Content area 1.3: Graphic design principles

An understanding of the graphic design principles will support the learner to understand how hierarchy, alignment, balance, contrast, rhythm, proximity, and colour and space are used in traditional and contemporary graphic designs.

Content areas that link synoptically to content area 1.3 include:

2. Work of graphic designers:

- 2.1 Types of graphic design work

4. Planning, development and experimentation:

- 4.1 Planning and development processes
- 4.2 Experimenting with tools, materials and techniques

5. Graphic design production:

- 5.1 Digital technical skills

Content area 2: Work of graphic designers

Content area 2.1: Types of graphic design work

An understanding of the wide range of graphic design works and their associated features will support the learner to understand how graphic design is used across disciplines and industry sectors.

Content areas that link synoptically to content area 2.1 include:

1. Components of graphic design:
 - 1.1 Components
 - 1.2 Visual language of graphic design
 - 1.3 Graphic design principles
3. Requirements of a graphic design brief:
 - 3.1 Types of graphic design briefs
 - 3.2 Graphic design brief requirements
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
 - 4.2 Experimenting with tools, materials and techniques
6. Display, present and promote graphic design work:
 - 6.1 The purpose of displaying, presenting and promoting graphic design work
 - 6.2 Ways to display, present and promote graphic design work
 - 6.3 Self-promotion
 - 6.4 Considerations when displaying, presenting and promoting work

Content area 2.2: Employment opportunities in graphic design

An understanding of the wide range of employment opportunities to work in graphic design across a range of industry sectors will support the learner to understand how their current practice could progress into a career path.

Content areas that link synoptically to content area 2.2 include:

3. Requirements of a graphic design brief:
 - 3.1 Types of graphic design briefs
 - 3.2 Graphic design brief requirements
6. Display, present and promote graphic design work:
 - 6.1 The purpose of displaying, presenting and promoting graphic design work
 - 6.2 Ways to display, present and promote graphic design work
 - 6.3 Self-promotion
 - 6.4 Considerations when displaying, presenting and promoting work

Content area 3: Requirements of a graphic design brief

Content area 3.1: Types of graphic design briefs

Will support the learner to understand how designers work across the industry sectors and in what capacity. The full range of design briefs should be explored inclusive of commercial, competition, collaborative, online and open call, to ensure learners have a full understanding of the diverse work that graphic designers undertake.

Content areas that link synoptically to content area 3.1 include:

2. Work of graphic designers:
 - 2.1 Type of graphic design work
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
 - 4.2 Experimenting with tools, materials and techniques

Content area 3.2: Graphic design brief requirements

An understanding of how to interpret the requirements of a graphic design brief will support the learner to understand how designers work in response to key information provided by a client or other commissioning agent, such as an open call for an exhibition. The full range of requirements should be explored inclusive of types of clients, purpose, themes, target audience, copyright and deliverables, to ensure learners have a full understanding of the diverse work that graphic designers undertake.

Content areas that link synoptically to content area 3.2 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
 - 4.2 Experimenting with tools, materials and techniques
6. Display, present and promote graphic design work:
 - 6.1 The purpose of displaying, presenting and promoting graphic design work
 - 6.2 Ways to display, present and promote graphic design work

Content area 3.3: Design constraints

An understanding of how to work within constraints of a graphic design brief will support the learner to understand how designers work in response to key information provided by a client or other commissioning agent, such as an open call for an exhibition. The full range of potential and typical constraints should be explored inclusive of client style, skills required, resources, time and costs, to ensure learners have a full understanding of the diverse work that graphic designers undertake.

Content areas that link synoptically to content area 3.3 include:

1. Components of graphic design:

- 1.3 Graphic design principles

2. Work of graphic designers:

- 2.1 Types of graphic design work

4. Planning, development and experimentation:

- 4.1 Planning and development processes
- 4.2 Experimenting with tools, materials and techniques

6. Display, present and promote graphic design work:

- 6.1 The purpose of displaying, presenting and promoting graphic design work
- 6.2 Ways to display, present and promote graphic design work

Content area 4: Planning, development and experimentation

Content area 4.1: Planning and development processes

An understanding of how development processes are used will support the learner to understand how designers work to realise their ideas. The full range of development stages of research, initial ideas, experimenting, drafting, refining ideas, and selecting a final design solution should be addressed to ensure learners have a full understanding of the intensity of development work that graphic designers undertake.

Content areas that link synoptically to content area 4.1 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work

Content area 4.2: Experimenting with tools, materials and techniques

An understanding of how the experimental application of tools, materials and techniques are used when creating graphic design work will support the learner to understand how designers work with their development work to create a final solution. The full range of this practical application/production stage, appropriate to the learner's chosen discipline, should be included to ensure learners have a full understanding of the intensity of planning work that graphic designers undertake.

Content areas that link synoptically to content area 4.2 include:

1. Components of graphic design:
 - 1.1 Components
 - 1.2 Visual language of graphic design
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
3. Requirements of a graphic design brief:
 - 3.1 Types of graphic design briefs
6. Display, present and promote graphic design work:
 - 6.1 The purpose of displaying, presenting and promoting graphic design work
 - 6.2 Ways to display, present and promote graphic design work
 - 6.3 Self-promotion
 - 6.4 Considerations when displaying, presenting and promoting work

Content area 4.3: Ongoing review

An understanding of ongoing review of their own work will support the learner to understand how designers work to refine their ideas to progress the final design solution. The full range of review points, such as client requirements, communication of ideas, appropriateness for target audience, potential problems and solutions, time management and effective use of resources, should be

addressed to ensure learners have a full understanding of the continuous review process that graphic designers undertake.

Content areas that link synoptically to content area 4.3 include:

1. Components of graphic design:

- 1.3 Graphic design principles

3. Requirements of a graphic design brief:

- 3.1 Types of graphic design briefs

6. Display, present and promote graphic design work:

- 6.1 The purpose of displaying, presenting and promoting graphic design work

Content area 5: Graphic design production

Content area 5.1: Digital technical skills

An understanding of how digital skills are used in the creation of graphic design works will support the learner to understand how designers work with their development work to create a final solution. These will include other physical, traditional production methods such as drawing, painting and printing where applicable.

Content areas that link synoptically to content area 5.1 include:

1. Components of graphic design:
 - 1.1 Components
 - 1.2 Visual language of graphic design
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
6. Display, present and promote graphic design work:
 - 6.4 Considerations when displaying, presenting and promoting graphic design work

Content area 5.2: Effective use of resources

An understanding of how graphic designers use a wide range of physical and digital resources effectively will support the learner to understand how designers engage with their development work to create a final design solution. These will include physical and traditional production methods and how they plan these effectively to avoid waste, increase the productivity of time and stay within budget.

Content areas that link synoptically to content area 5.2 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
6. Display, present and promote graphic design work:
 - 6.4 Considerations when displaying, presenting and promoting work

Content area 5.3: Summative evaluation

An understanding of a final evaluation of their own work will support the learner to understand how designers evaluate the success of the final design solution. Ongoing review across the stages of production should also feed into the summative evaluation.

Content areas that link synoptically to content area 5.3 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
3. Requirements of a graphic design brief:
 - 3.1 Types of graphic design briefs

4. Planning, development and experimentation:

- 4.3 Ongoing review

6. Display, present and promote graphic design work:

- 6.1 The purpose of displaying, presenting and promoting graphic design work

Content area 6: Display, present and promote graphic design work**Content area 6.1: The purpose of displaying, presenting and promoting graphic design work**

An understanding of the purposes of effectively presenting design solutions to different types of audiences will support the learner to understand how this crucial stage is required to creatively communicate and showcase their design solution. Purposes include enhancing a design profile, showcasing works, attracting new clients and enhancing employment opportunities. Audiences include current customer, potential customer and peers.

Content areas that link synoptically to content area 6.1 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
3. Requirements of a graphic design brief:
 - 3.1 Types of graphic design briefs
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
5. Graphic design production:
 - 5.1 Digital technical skills

Content area 6.2: Ways to present and promote graphic design work

An understanding of the methods of presentation used when presenting design solutions will support the learner to understand how this crucial stage is required to creatively communicate and showcase their design solution in an appropriate format. Methods include face to face, online, physical and digital.

Content areas that link synoptically to content area 6.2 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
3. Requirements of a graphic design brief:
 - 3.1 Types of graphic design briefs
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
5. Graphic design production:
 - 5.1 Digital technical skills

Content area 6.3: Self-promotion

An understanding of the purpose of self-promotion in the graphic design industry will support the learner to understand how they can promote themselves effectively. Methods include digital and physical promotional methods. In addition, they will also understand how self-promotion links effectively to product promotion.

Content areas that link synoptically to content area 6.3 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
3. Requirements of a graphic design brief:
 - 3.1 Types of graphic design briefs
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
5. Graphic design production:
 - 5.1 Digital technical skills

Content area 6.4: Considerations when presenting and promoting work

An understanding of the skills used when presenting a design solution will support the learner to understand how this crucial stage is required to creatively communicate and showcase their design solution in an appropriate format. Skills include face to face, online, physical and digital. In addition, they will also understand how presentation methods link effectively to product promotion.

Content areas that link synoptically to content area 6.4 include:

1. Components of graphic design:
 - 1.3 Graphic design principles
2. Work of graphic designers:
 - 2.1 Types of graphic design work
3. Requirements of a graphic design brief:
 - 3.1 Types of graphic design briefs
4. Planning, development and experimentation:
 - 4.1 Planning and development processes
5. Graphic design production:
 - 5.1 Digital technical skills