

Year 8: SOL Baseline	<p><b>Overview</b> - Pop Up Cards allows students to demonstrate the core skills in a practical way applying it to a product. The students get to think about designing for a client, and an event and how that influences a product. While exploring how you can manipulate paper to get a high-quality product.</p> <p><b>Design Brief</b> - Hallmark offers a wide range of greeting cards, gift wrap and related products in more than 100 countries and 100,000 retailers. The overall UK greeting card market size has been estimated at 811 million single cards in 2021. This has decreased in by 5% in 22 and is forecast to fall again in 2023. Hallmark thinks this is due to the popularity of online card shops and that people are buying more gift cards. To try and address this Hallmark would like to develop their range of pop-up cards. This is because they think that there is a gap in the market. Hallmark are looking for talented young designers to work for them. You are invited to submit a presentation for a new pop up. You will need to think about what event you market it and who is the customer receiving the card. You will need to explore a range of Pop-up techniques, typography and bring in your existing skills of tonal rendering (colouring.)</p>														
	Number of lessons in sequence	11	Number of marking points	1	Linked to LTP		Knowledge Organiser		Homework tasks		Assessment fit for purpose	X			
Lesson Number	Objectives / Outcomes						Fully resourced	Unlocking Vocab	Homework	Formative	Summative	Feed forward	Edge Links	Challenging Texts	Extended Writing
1	<b>Design Brief:</b> To gain knowledge and understanding of the project and explore what Hallmark cards want from this project.						X						Big Picture		
2	<b>Investigate: Box Card</b> Demonstrate understanding of tonal colouring while exploring what is a box fold for a pop-up card.						X	introduce							
3	<b>Investigate: Typography</b> To gain knowledge and understanding of what typography is and how the user of the card affects the type of font used.						X								
4	<b>Investigate: V Fold Card</b> Demonstrate understanding of tonal colouring and typography while exploring what is a V Fold for a pop-up card.						X								
5	<b>Investigate: Mouth Card</b> Demonstrate understanding of tonal colouring and typography while exploring what is a V (mouth) fold for a pop-up card.						X								
6	<b>Product Analysis:</b> Analyse the good and bad points of existing cards, so effective design decisions can be made when designing your own cards.						X	compare							
7	<b>Ideas:</b> Develop a range of ideas that demonstrates the techniques explored						X						Career: Graphic Design		

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8	<b>Assessment: Manufacturing.</b> To demonstrate understanding of the techniques and the brief techniques with the production of a high-quality pop-up card.	X			X	X		Big Picture			
9		X					X				
10		X									
11	<b>Feed Forward: To address any misconceptions from DCP</b>						X				