Graphics Grade Descriptors

Topic and AO	1	2	3	4	5	6	6+
TYPOGRAPHY NHS Design Brief	Knows about the key terms; graphic design; personification; anthropomorphism; design brief; commercialisation. Can identify some differences between font styles. Able to design basic lettering for an alphabet. Can apply some colours to their designs. Knows what a design brief is.	Understands the key terms; graphic design; personification; anthropomorphism; design brief; commercialisation. Can identify differences between font styles. Able to design good lettering for an alphabet. Able to apply some knowledge of key terms to their designs. Can apply some colours to their designs effectively. Knows what a design brief is. Knows the term 'client' within the design industry.	Understands the key terms; graphic design; personification; anthropomorphism; design brief; commercialisation and applies this to their work. Can clearly identify differences between font styles. Able to design effective lettering for an alphabet. Able to apply appropriate knowledge of key terms to their designs. Can apply colours effectively to their designs effectively. Knows and understands the purpose of a design brief. Understands the term 'client' within the design industry and uses this in their own work.	Understands the key terms; graphic design; personification; anthropomorphism; design brief; commercialisation and applies this to their work effectively. Can clearly identify differences between font styles, and uses them in their own work. Able to design effective and creative lettering for an alphabet with skill. Able to apply accurate knowledge of key terms to their designs. Can apply a range of colours effectively to their designs. Has clear understanding of the purpose of a design brief, and the design process. Understands the term 'client' within the design industry and uses this in their own work effectively. Can use CAD effectively when inserting typography and images	Understands the key terms; graphic design; personification; anthropomorphism; design brief; commercialisation and applies this to their work effectively and creatively. Can clearly identify differences between font styles, and uses them in their own work. Able to design effective, creative lettering for an alphabet with great skill. Able to apply accurate and effective knowledge of key terms to their designs. Can apply a range of colours and techniques to their designs effectively and with confidence. Has excellent understanding of the purpose of a design brief, and the design process. Understands the term 'client' within the design industry and uses this within their own work effectively and purposefully. Can use CAD effectively and have considered the communication of the brief within their design	Understands the key terms; graphic design; personification; anthropomorphism; design brief; commercialisation and applies this to their work effectively and creatively. Can clearly identify differences between font styles, and uses them in their own work. Able to design effective, creative lettering for an alphabet with exceptional skill. Able to apply exceptional knowledge of key terms to their designs. Can apply a range of colours and techniques to their designs effectively, with confidence and flair. Has excellent understanding of the purpose of a design brief, and the design process. Understands the term 'client' within the design industry and uses this within their own work effectively and purposefully, communicating ideas with ease. Is confident in the use with CAD and applies the techniques of typography and images.	Understands the key terms; graphic design; personification; anthropomorphism; design brief; commercialisation and applies this to their work effectively and creatively. Can clearly identify differences between font styles, and uses them in their own work. Able to design effective, creative lettering for an alphabet with confident and exceptional skill Able to apply exceptional knowledge of key terms to their designs showing understanding of the brief Can apply a range of colours and techniques to their designs effectively, with confidence and flair, communicating their understanding of the brief Has excellent understanding of the purpose of a design brief, and the design process. Understands the term 'client' within the design industry and uses this within their own work effectively and purposefully, communicating ideas with ease. Is confident and has exceptional skill in the use with CAD and applies the techniques of typography and images. Can also apply hyperlinks to graphic images within the brief.

Graphics Grade Descriptors

ISOMETRIC AND ORTHOGRAPHIC DRAWING							
	Knows about the key terms 'isometric and orthographic'. Isometric and orthographic drawings are basic. Has a basic understanding of 3D shape and form.	Understands the key terms 'isometric and orthographic'. Isometric and orthographic drawings are good. Has an understanding of 3D shape and form.	Understands the key terms 'isometric and orthographic' and applies this to their work. Isometric and orthographic drawings are skilfully drawn. Can apply rendering to isometric and orthographic drawings to show 3D shape and form. Presentation is neat.	Understands the key terms 'isometric and orthographic' and applies this to their work effectively. Isometric and orthographic drawings are effective and skilfully drawn. Can apply effective rendering to isometric and orthographic drawings to show 3D shape and form. Presentation is neat and creative.	Understands the key terms 'isometric and orthographic' and applies this to their work effectively. Isometric and orthographic drawings are effective, and purposefully drawn, with exceptional skill. Can apply very effective rendering to isometric and orthographic drawings to show 3D shape and form. Presentation is neat, creative, and effective.	Understands the key terms 'isometric and orthographic' and applies this to their work effectively. Isometric and orthographic drawings are effective, purposefully drawn, with exceptional skill. Thorough understanding of technique. Can apply exceptional rendering to isometric and orthographic drawings to show 3D shape and form. Presentation is neat, creative, effective, and purposeful.	Understands the key terms 'isometric and orthographic' and applies this to their work effectively and intuitively. Isometric and orthographic drawings are effective, purposefully drawn, with exceptional skill. Thorough understanding of technique and processes. Can apply exceptional rendering to isometric and orthographic drawings to show 3D shape and form. Knowledge of 3D form and spacial awareness is outstanding. Presentation is neat, creative, effective, and purposeful, and communicates ideas with ease.

Graphics Grade Descriptors

AUDIO CARDS							
	Knows about the key terms; design; composition; market audience; design brief; commercialisation. Can identify some similarities and differences between market audiences. Can apply some colours to their designs. Can access CAD to design ideas.	Understands the key terms; design; composition; market audience; design brief; commercialisation. Beginning to understand the design process. Can identify similarities and differences between market audiences. Can apply some colours to their designs effectively. Can access CAD to design ideas and use software with some understanding.	Understands the key terms; design; composition; market audience; design brief; commercialisation and applies this to their work. Some understanding of the design process. Can identify similarities and differences between market audiences and justify opinions. Can apply colours to their designs effectively and creatively with some skill. Can access CAD to design ideas and use software to develop designs.	Understands the key terms; design; composition; market audience; design brief; commercialisation and applies this to their work effectively. Good understanding of the design process. Can identify similarities and differences between market audiences, justify opinions and apply this to their designs. Can apply colours to their designs effectively and creatively, with a high level of skill. Can access CAD to design ideas and use software to develop designs effectively.	Understands the key terms; design; composition; market audience; design brief; commercialisation and applies this to their work effectively and efficiently. Clear understanding of the design process. Can identify similarities and differences between market audiences, justify opinions and apply this to their designs. Can apply colours to their designs effectively and creatively, with a high level of skill. Can access CAD to design ideas and use software to develop designs effectively and skilfully.	Understands the key terms; design; composition; market audience; design brief; commercialisation and applies this to their work effectively and efficiently. effective understanding of the design process. Can identify similarities and differences between market audiences, justify opinions and apply this to their designs. Can apply colours to their designs effectively and creatively, with an exceptionally high level of skill. Can access CAD to design ideas and use software to develop designs effectively and skilfully.	Understands the key terms; design; composition; market audience; design brief; commercialisation and applies this to their work effectively and efficiently. Thorough understanding of the design process. Can identify similarities and differences between market audiences, justify opinions and apply this to their designs. Designs are clearly informed using market research. Can apply colours to their designs effectively and creatively, with an outstanding high level of skill. Can access CAD to design ideas and use software to develop designs effectively and skilfully. Communicates ideas with ease

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