

A LEVEL GRAPHIC COMMUNICATION
(AQA specification)

On this course you will be introduced to a variety of experiences exploring a range of graphic media, techniques and processes. You will be made aware of the four assessment objectives to be demonstrated in the content and skills presented, and of the importance of process as well as product. During the course you can work in one or more area(s) of Graphic Communication, such as: illustration, advertising, packaging design, design for print, communication, computer graphics and multimedia.

You will learn a range of communication methods and will understand how to use words and images together. You will gain an understanding of typefaces, letterforms, print and screen requirements and learn how to execute your ideas as you respond to a set brief, using both traditional and new technologies. You will need to be self-managing and inspired to explore your own ideas through creative manipulation of materials and techniques. You will explore drawing using a variety of methods and media on a variety of scales.

Workshops (Year 12): We will encourage you to improve your technical ability by exploring graphic design processes and adopting an experimental approach to meeting design briefs. You will follow an introductory series of short projects, which will introduce you to CAD/CAM, drawing for design, print processes including screen print and relief print, collage, Photoshop and photography. You will learn about screen-based design and will explore a variety of visual mediums, materials and techniques. At this stage you will also develop your drawing techniques and CAD skills. You will have the opportunity to utilise all these facilities in our purpose built graphics suit.

1st Assignment (Year 12) : You will have the opportunity to select a design brief from a range of interesting themes. Using your knowledge of communication methods and the technical skills gained through the completion of the introduction period you are encouraged to develop and record your ideas in response to your chosen brief and produce a final outcome.

Component 1 (Year 13) Personal investigation: This is an exciting opportunity for you to explore an idea, theme or topic that you can investigate through graphic communication. You will independently plan, explore, review and refine your designs to produce a personal and meaningful outcome of your choice.

Component 2 (Year 13) - Examination assignment: You will have the opportunity to select a design brief from a range provided by the exam board. This unit gives you the chance to demonstrate your strengths and produce high quality design outcomes that fully utilise your chosen media, materials and techniques. Fifteen unaided hours of design work must be completed under examination conditions.

Post-study options: Students often choose to complete a one-year Art and Design Foundation course before continuing to employment or university to study subjects such as Graphic Design, Graphic Arts, Interior Design, Fashion Design, Illustration, Photography, Web Design, Animation and Architecture.

GCSE requirements:

Graphics (if taken) – grade 5 (GCSE) or ‘Pass’ (VCert)*

English Language – grade 4

**or Art – grade 5*