

Subject: Graphic Communication

Level: A Level

Entry Requirements

To study this course you will need to fulfil standard entry requirements plus grade 4 in GCSE Art & Design or equivalent qualification.

Who is the course for?

This course will encourage you to develop your own voice, opinions and individual understanding of graphic design. You will build the discipline and skills you need to succeed in a professional environment.

You will explore how the application of type and image can solve problems and communicate ideas, which will engage and challenge your audience. Developing your creative understanding you will be able to communicate both visually and verbally. You will gain a wider understanding of the creative, social and ethical context of contemporary visual culture.

How will I learn?

In Year 12, you will enjoy an introduction to Graphic Communication and complete a project focusing on Graphic skills and techniques including Typography, Illustration and Advertising. In Year 13, you will be encouraged to work more independently and develop work in response to an idea, issue or theme of your choice into a finished product, including both practical and written work.

Further Education & Career Pathways:

A large number of our students go on to study Art and Design, Graphics, Illustration, Design Crafts, Photography at a higher level. Some students successfully proceed onto the Foundation course in Art and Design. Alternatively, students may consider direct entry into employment or further training.

Course Outline

Component 1:

Portfolio of work

Each student must include in their portfolio: A selection of thoughtfully presented work that demonstrates the breadth and depth of the course of study and at least one extended collection of work or project, based on an idea, concept, theme or issue. This should

demonstrate the student's ability to sustain work from an initial starting point to a realization. It should include evidence of their ability to research and develop ideas and link their work in a meaningful way to relevant critical/contextual materials. Portfolios may also include: critical/contextual work, sketchbooks, workbooks, journals.

Practical Investigation

Students are required to conduct a practical investigation, into an idea, issue, concept or theme, supported by written material. The focus of the investigation must be identified independently by the student and must lead to a finished outcome or a series of related finished outcomes. The investigation must show clear development from initial intentions to the final outcome or outcomes. It must include evidence of the student's ability to research and develop ideas and relate their work in meaningful ways to relevant critical/contextual materials. The investigation must be informed by an aspect of contemporary or past practice of artists, photographers, designers or craftspeople. The written material must confirm understanding of creative decisions, providing evidence of all four assessment objectives by: clarifying the focus of the investigation, demonstrating critical understanding of contextual and other sources, substantiating decisions leading to the development and refinement of ideas, recording ideas, observations and insights relevant to intentions by reflecting critically on practical work, making meaningful connections between, visual, written and other elements.

The written material must contain 1000 – 3000 words and a bibliography.

Component 2: Externally set assignment

Separate question papers will be provided for each title. These will consist of a choice of five questions to be used as starting points. Students are required to select **one**. Students will be provided with examination papers on 1 February. Preparatory work should be presented in any suitable format, such as mounted sheets, design sheets, sketchbooks, workbooks and journals. Following the preparatory period, students must complete 10 hours of unaided, supervised time. In the second year of the A level there are 15 hours of supervised study at the end of the program.

Course Leader:

Mr. Reilly