



Graphic Communication

Overview

Graphic communication will give you the skills to produce personal creative work and develop your understanding of graphic design. You will develop your knowledge of materials and techniques, and the skills to communicate ideas and information visually. It will help you to develop an effective personal visual language and develop your understanding of historical and contemporary influences on design. Graphic communication opens the door to a large number of fascinating and rewarding specialisms and careers in industry, commerce and the media.

Students will gain a real understanding of what it means to be a designer, alongside the knowledge and skills sought by higher education and employers.

Students will follow the AQA Art & Design: Graphic Communication course (code 7203)

A Level Graphic Communication Component 1 Personal Investigation 60% of A Level

At A-level for component 1, you will develop work for a personal investigation into an idea, issue, concept or theme supported by written material. This will count for 60% of your total A level marks.

A Level Graphic Communication Component 2 Externally set assignment 40% of A Level

In component 2 you will produce personal work in response to one of eight exciting starting points which will count for 40% of your total A-level marks.

Expectations

All students learn how to think creatively and analytically and work independently. They should focus on achieving a high level of skill in their chosen area. For example, Art and Design students will learn to develop ideas in order to produce graphics for a clear purpose and how to adapt their way of working according to this purpose. Students will gain first-hand experience of designers work and learn how to use a range of graphics techniques in order to produce outcomes that are refined and demonstrate a high level of ability and skill.

Extra-Curricular Activities/Independent Learning Opportunities

After school and lunch-time clubs will be available to enable students to learn and explore skills that can be used to enhance and extend their learning.