



Advanced Level

GRAPHIC DESIGN



Course Aims:

Graphic Communication gives students the opportunity to develop as creative practitioners and to learn about the breadth of creative opportunities in the design sector. They develop the necessary practical, professional and personal skills to create a diverse portfolio of work and to flourish as a freelance creative. The creative industries are currently one of the fastest growing in the UK and students can expect to develop the skills, knowledge and understanding necessary to continue into a variety of different professions.

Subject Information Sheet



Course Content and Assessment:

Component 1: Personal investigation 60% of qualification (coursework unit).

Component 2: Externally set assignment worth 40% the qualification.

WJEC Eduqas GCE A Level Accredited by OFQUAL

A Level Overview:

Possible areas of study include:

- illustration
- typography
- editorial
- advertising and branding
- package design
- design for print
- computer graphics
- multimedia design
- animation and special effects
- web and app design
- game design
- bookworks.

Graphic Communication may be defined as the process by which ideas are communicated through the use of symbols, drawings, photographs and typography to convey concepts and/or emotions.

Graphic Communication may also be closely associated with animation, architecture, photography and design for print. Outcomes can be two and three dimensional, and can take the form of posters, brochures, flyers, T-shirts, CD/DVD sleeves, book covers, magazine spreads, calendars, stamps, packaging, publicity materials, vehicle livery, billboards, advertising, logos, branding, corporate identity, and three dimensional point-of-sale and exhibition design.

Learning Methods:

The units require students to take a dynamic personal approach to project work through the development of a variety of skills. These include investigative, analytical, experimental, practical, technical and expressive skills, as well as aesthetic understanding and critical judgement. Each piece of work builds upon the knowledge, understanding and skills gained from the last; this helps students' work to progress naturally in complexity, maturity and individuality.

Career Opportunities:

Completion of this course can support progression onto High Education for both foundation and degree courses in the creative subjects of art, design and media. Examples include: Graphic Design, Advertising, Animation and Interior Design. It can also support progression onto Apprenticeships and also provide employment opportunities.

Entry Requirements:

- Grade 5 or above in an Art or Design based subject.
- If you haven't taken a GCSE in art and design or an art and design-related subject, you can still show a portfolio of work that shows your passion, ability, and commitment to this course.

Staff Contacts

K McCarthy - Assistant Headteacher Key Stage 5

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Web Link Address

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