

# GRAPHIC COMMUNICATION

## Awarding Body:

### Course content and structure:

The course involves exploring, researching and acquiring techniques and developing skills, knowledge and understanding in a range of media specific to Graphic Communication. Students may use traditional methods such as drawing, printing and/or digital techniques to produce graphic images. In addition, students will develop skills applying and using composition in Graphic Communication, understanding and applying formal elements such as colour, tone, texture, shape and form in relation to Graphic Communication, selecting, editing and highlighting Graphic Communication imagery and text and manipulating imagery.

Students will build an understanding of relevant technologies, materials, processes and resources and how ideas, feelings and meanings can be conveyed and interpreted in images and artefacts. The course develops practical imagination and creative ability: attributes which are vital to the design, print, packaging and graphics industry.

## Year 1

### Coursework Portfolio

Students will undertake a series of projects in order to develop skills, knowledge and understanding and a sketchbook of work. Beginning with a chosen theme students will explore a wide range of media and graphical techniques including print, Adobe Photoshop/illustrator and mixed media. Students will also be required to undertake research and explore the ideas surrounding other artist's work and methods and relate this to their own work.

Mock controlled assignment

This will take the form of a timed practical test responding to a chosen theme of interest. Students will begin their preparatory studies in this chosen theme from January and then have 5 hours of controlled time in May to develop their idea into a final outcome.

## Year 2

### Module 1

#### Personal Investigation (60%)

This Module is broken into two parts. Students will research, investigate and analyse into an area of study through the creative development of practical pieces. Connection with an artist or movement or style must also be included. In addition to this students will need to complete a related personal study element. This will consist of a 1000-3000 word essay. Throughout the module students will complete one sketchbook, various practical pieces and a written and presented related study.

### Module 2

#### Externally set task (40%)

In this module students will work independently to develop ideas in a sustained and focused way, researching and developing practical work for a particular area of study in a sketchbook. The final practical outcome of the project is then produced during the allotted 15 hour period.

## Teaching and Learning Methods

A wide variety of teaching and learning methods are used on this course. These include peer and group discussion, independent researching, and independent practical application.

## Skills and commitment

Students must have a genuine enthusiasm and interest in all areas of design and graphic communication. The course involves creating visual and tactile meaning through the use of images and materials. It develops practical understanding, imagination, technique and creative ability. Students will also be expected to show an awareness of other artists work and make reference to them in their own studies.

**Cost**

A voluntary contribution of £15 is requested to cover the cost of materials used within school. Students will be expected to buy their own sketchbooks and any other materials to supplement the resources available in school.

**Progression**

Students will either go on to complete a one year Foundation course or university equivalent. Possible future career paths include Graphic design, Web Design, Illustration, Print Design, Industrial Design, CAD/CAM Design, Product Design, and Furniture Design.

**Entry Requirements**

GCSE Grade C or above in Graphics or Art/ Textiles (subject to interview). It is important that you are creative, enthusiastic and interested in all areas of design and graphic communication.

**Contact:** For further information please contact Miss H Gladman, Head of Technology.