



Subject contact: Miss Gladman, Head of Subject

Course description

Graphic design is all around us. It is in our magazines, on our journeys to school and on the cover of our favourite books. Graphic designers are responsible for combining images, words, and ideas to convey information to an audience in an exciting, imaginative and informative way.

This course is taught in modules. During each module you will learn the knowledge and understanding of graphical drawing, product modelling and computer skills before embarking on a design based task.

The course includes:

- Magazine design, looking at magazine layouts and how magazines appeal to their audiences.
- Learning how to use *Photoshop* to enhance photos.
- Looking at how different fonts can relate to different audiences.
- Printing processes; their pros and cons.
- Hand sketching and rendering skills.
- Branding and corporate identity.
- Point of sale product promotion.
- Product modelling, looking at net design and cardboard modelling.
- Quality control, computer aided design and computer aided manufacture.
- Market research and analysis to influence design inspiration.
- Smart materials and modern technologies.
- Spiritual, moral, social, cultural and environmental considerations relating to graphic products.

Entry requirements

Good prior achievement in technology at KS3. Capable of working independently and being able to manage time effectively to meet deadlines

Key skills

Independent researching, written analysis and evaluation, extended writing, organisation, designing, practical skills

Cost*

Materials for controlled assessment practical outcome:

Students will be expected to provide their own, or contribute to the cost of materials.

Controlled assessment pack: A3 portfolio and formatted sheets £10

Revision guides £6.50

Assessment

60%	Controlled assessment: A3 portfolio of work and final product
40%	1 x 2 hour examination (Summer of Year 11)

Careers

Graphic Design, Interior Design, Marketing, Advertising, Packaging Design, Editorial Work, Architecture, Illustrator and more.

Further education opportunities

Students successfully completing GCSE Graphics can go on to study AS/A2 Graphics, Product Design, or BTEC equivalents.

Enrichment & Support

- After school coursework support (Year 11).

*Cost of materials should not limit subject choice. Please see Section 9 for further information.