Graphic Communication

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Key topics covered

During the first term, students will be introduced to different disciplines within graphic design through a series of commercial style project briefs that explore: branding, Illustration, advertising and packaging design. Students will explore both digital methods of creating visual imagery and some traditional media such as collage and printmaking.

Component 1: Personal Investigation: Students will produce an extended project that investigates an idea, issue, concept or theme chosen by them. Students can explore their ideas using a variety of techniques that include: drawing, mixed media, printmaking, photography, digital drawing using Adobe Illustrator and or Photoshop. The investigation will be informed by written analysis of artists and designers work. The investigation will lead to a series of related finished commercial style outcomes.

Component 2: Externally set assignment: Students will be provided with examination papers in February of year 13. They will select **one** of eight questions to be used as a starting point for a body of Preparatory work which they will spend around 9 weeks producing. They will then spend 15 hours of supervised, unaided time to produce a finished outcome or a series of related finished outcomes, informed by their preparatory work.

Recommended Textbook and/or resources

- Behance.net
- It's nice that.com
- Pentagram
- V@ A Museum London
- Design Museum London
  Quentin Blake centre for Illustration
- Sainsbury centre for Visual art, UEA
- Tate Modern, London
- Tate Britain London
- Design Museum London
- Saatchi Gallery: Contemporary art London
- artinnorwich.org.uk

Why Study the Subject/what students Like about it

Graphic Communication is a subject that is aimed at students who want to develop their visual communication using traditional techniques and/or modern technology. It is a stimulating and wide-ranging subject that develops the ability to appreciate the commercial visual world and to respond to it in a personal and creative way. Students develop their use of a range of graphic techniques including print, sketching, illustration and photography, as well as designing in Illustrator and Photoshop. **You will learn how visual communication can empower brands, change attitudes and shape the future.**

''I like graphics because it's a universal language, it's industry spanning, a creative outlet that can be used in so many different ways all spreading messages that can reach millions'' Charlie Y13 Student.

''Graphic communication at A Level has allowed me to continue to develop as a creative individual, giving opportunity to learn and refine my skill set- while simultaneously giving me freedom to indulge in my niche areas of creative interest. This course has provided me with experience and a qualification beneficial to my higher education plans- but more importantly- has built me a rich portfolio to showcase my skills in graphic communication and design.'' Alanna Wright.

Opportunities outside the classroom

- Students are encouraged to visit local exhibitions; art galleries and museums.
- Keep up with current trends in design and developing technologies by visiting websites such as: Designweek.com, Behance.net and design publications.
- Guest speakers
- Gallery visits

Future progression/career routes

Lots of students go on to further study in Graphic design and communication, Illustration, media, marketing, UI/UX and games design degrees. Many Hellesdon students gain places at Norwich University of the Arts and other countrywide universities such as London, Birmingham, and Leeds. There are many employment opportunities for students within the Graphic Design industry and field of art and design.

