

A Level: Graphic Communication

What is Graphic Communication? This course will develop your knowledge of materials and techniques, and the skills to communicate ideas and information visually using both hand and digital based media. It will help you to develop an effective personal visual language and develop your understanding of historical and contemporary influences on design. Projects will be based on the main areas of Graphic design: Advertising, packaging design, design for print, Illustration and branding.

Why study Design? This course provides students with opportunities to develop their understanding of the design process and the skills needed to produce high quality graphic outcomes. The course is hands-on, practical and intended for students who learn by 'doing'. You will develop your creativity and independent thought, learn to express yourself visually and let your imagination flourish.

What makes a successful Design student? Someone who has a passion for good design and can explore ideas of originality and value. An independent learner who is self-motivated. A creative thinker who has both good practical and technical skills.

To study this course, what qualifications will I need and in which subjects? It is desirable that the applicant has at least a grade 5 in GCSE Graphics or Art and Design. If you have a passion for design and did not study these courses at GCSE level you will be considered after a discussion with subject staff.

What is the structure of the course?

Year 12	Year 13
Coursework Portfolio Sept - February Each student must produce a portfolio that includes: <ul style="list-style-type: none"> • a selection of thoughtfully presented work demonstrating their ability to research, develop ideas and explore media/techniques whilst linking work in a meaningful way to relevant critical/contextual materials. • Students will begin their 60% coursework Personal investigation project. This will continue through to Feb of year 13. 	Coursework Personal investigation Feb – Feb This is a practical investigation supported by a written essay. Students must conduct a practical investigation, into an idea, issue, concept or theme chosen by them. The investigation must lead to a finished outcome or a series of related finished outcomes. The written material must be a coherent and logically structured essay of between 1000 and 3000 words.
Coursework Assessment – Set and marked by the centre and moderated by AQA during a visit to the centre = 60% of A-level	
Externally set assignment Feb - April (YR 13) Students will be provided with examination papers in February. They will select one of eight questions to be used as a starting point for a body of Preparatory work. 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.	
Externally set assignment: Set by AQA, marked by the centre and moderated by AQA during a visit to the centre = 40% of A level	

What opportunities are there for me to study beyond the classroom? Students are encouraged to visit exhibitions; art galleries, museums. Keep up with current trends in design and developing technologies and to read around the subject area.

What kind of career does this subject/qualification prepare me for? This course will prepare students for studying Graphic Design or Communication or similar at degree level. Related careers: Graphic designer, Advertising, Marketing, Print designer/publishing, Illustrator, Print technician, Sign designer, Designer for film and TV, Teacher/Lecturer.