

# Graphic Communication

Subject Lead: Mrs J Browning

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## Key topics covered

During the first term, students will be introduced to the different disciplines within graphic design through a series of commercial style project briefs that explore: branding, illustration, advertising, packaging design, design for print. Students will explore both digital methods of creating visual imagery and traditional media with a particular emphasis on printmaking.

Component 1: Personal Investigation: Students will produce an extended project that investigates an idea, issue, concept or theme chosen by them. Students can use a variety of exploration methods from: drawing, exploring media, printmaking, photography and digital manipulation. 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](http://artinnorwich.org.uk)

## Why Study the Subject/what students Like about it

Why should you study graphic communication? Graphics is about visual communication; that is – communication that people see, read, and interact with. The work you produce will inform, educate, instruct, persuade and entertain your audience. This puts you in a powerful position to be a force for good and a catalyst for positive change. Graphic Design offers so much flexibility – you're never tied to one medium or method. The project briefs that you will explore will help you to have ideas and think in a creative way. Your designs can influence the future, encourage sustainability and social change.

Graphic design is a great career for people who are creative thinkers and enjoy art, technology, and communication. There are design needs across every industry, so Graphic Designers have many opportunities to take on a range of new and exciting projects.

"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 .

## 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.

