

# Graphic Communication

## A LEVEL - AQA

### *What are the aims of the course?*

Students will be introduced to a variety of experiences that explore a range of graphic communication media, processes and techniques. They will be made aware of both traditional and new media.

Students will be expected to demonstrate all of the following:

- Understanding of meaning, function, style, scale, colour and content
- Awareness of their intended audience or purpose of their chosen area
- Ability to respond to an issue, concept or idea, working to a brief or answering a need
- Appreciation of the appropriate use of typography
- Understanding of a variety of appropriate materials and genres

### *What does it involve?*

Students will be required to work in a range of areas relevant to graphic communication such as:

- Advertising
- Packaging design
- Design for print
- Illustration
- Communication graphics
- Branding
- Multimedia
- Design for film and television

Students will gain a knowledge and understanding of:

- Relevant materials, processes, technologies and resources
- How ideas, feelings and meanings can be conveyed and interpreted in images and artefacts
- Historical and contemporary developments and different styles and genres
- How images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created
- Continuity and change in different styles, genres and traditions
- A working vocabulary and specialist terminology that is relevant

## *How is it assessed?*

The course is addressed over two components both of which are internally assessed and externally moderated.

**Component 1** takes the form of a Personal Investigation and will contribute 60% towards your total mark. You will complete this component during Year 12 and the first term of year 13.

**Component 2** takes the form of an Externally Set Assignment which is given to you on 1 February during your U6 year. This component will give you a choice of eight starting points from which you must select one and work on preparatory work leading up to a 15 hour examination during which you must produce, unaided, a finished outcome or series of related finished outcomes. Your preparatory work and the work produced during the 15 hour examination will be assessed together, as a whole. Students will be assessed on their ability to work independently, working within the specified time constraints, and developing a personal and meaningful response.



## *Are there any specific entry requirements?*

It is highly recommended that students who wish to take Graphic Communication in the Sixth Form have already gained a GCSE or equivalent in Art & Design or similar.

## *Why is it a useful qualification?*

Studying Graphic Communication at this level improves skills in the following areas and as a result is useful in a variety of careers:

- Imagination, creativity and resourcefulness
- Critical awareness of self and external factors and the ability to be reflective
- Interpersonal and social skills
- An appreciation of diversity
- Creative problem-solving and decision making
- Team working
- The ability to work independently
- Oral and written communication
- Visual presentation
- Information and research
- Self-motivation and self-management
- Organisation and planning
- IT, particularly using creative software

All these skills may lead to further training and careers in areas such as advertising, marketing, design, illustration, communication, branding and multimedia.