



# A-Level Course Information



**Qualification:** Advanced Level Art & Design (Graphic Communication)  
**Exam Board:** AQA  
**Subject Leader:** Mrs K. Allen

## Entry Requirements:

### Minimum Entry Requirements:

5 x 5s  
4 in English and Maths

### Subject Specific Entry Requirements:

None

## Why study Graphic Communication?

Are you creative and imaginative? Do you want to develop your design skills? If so, you should consider a course in Graphic Communication. Graphics is an applied art, which means it is art with a specific purpose. In Graphic Communication, you will have the opportunity to improve your understanding of the visual world, learn practical skills, and create innovative designs.

Graphic Communication will help you to develop the skills required to produce imaginative personal work in response to a variety of individual and exciting briefs. You will acquire a deeper knowledge of materials and techniques used in Graphic Design, and learn to communicate ideas and present information visually. As well as doing practical work; making drawings, prints, photos and illustrations, we will produce work digitally, using the Adobe suite; Illustrator, Photoshop and InDesign. In time, you will be able to develop your designs in your favoured technique. This course will help you to cultivate an effective visual language as well as enhancing your understanding of historical and contemporary influences on design.

## What can I do with Graphic Communication after A-Level?

Graphic communication opens the door to a large number of fascinating and rewarding specialisms and careers in industry, commerce and the media. Relevant degree options include: animation, digital arts, graphic communication, graphic design, graphic and communication design, media design, illustration, printmaking, packaging design, typographic design.

Other career opportunities include: advertising, designing for film, interior design, marketing, publishing, production design, teaching, web and app design.

## Graphic Communication Extras

It is important that you keep up to date with the latest developments in the design world. This will include regular trips to museums and galleries (some of which will be in your own time), research on current issues and design prospects online and in social media, and keeping a visual diary of primary resources, including observational drawings.

# What will I study?

The course will be divided into three core sections:

## Design Foundation

Component 1: Personal Investigation (60%)

Component 2: Exam Project (40%)

The **Design Foundation** consists of smaller projects that will provide an opportunity to extend your experience and understanding of a wide range of media processes and techniques. We will investigate themes such as designing for print, illustration and branding; using your original artwork as a starting point for further development using computer aided design. During this period you will start to make connections with the designers and styles of work that most inspire you, giving you a sense of direction for the Personal Investigation.

The **Personal Investigation** makes up 60% of your final mark. For this coursework, you will investigate an idea, issue, concept or theme of your choice. Your personal response will be developed by recording observations, developing ideas and refining ideas to produce a personal and meaningful response that realises your intentions. This work must be supported by written material which contextualises the investigation; making relevant connections with the artists, photographers, designers or craftspeople that have inspired you. During this component, you will also be required to design your own website as a showcase for your work. This will provide further evidence of your skills and coursework development, whilst promoting you as a professional designer.

The **Exam project** makes up 40% of your final mark. For this exam, you will produce personal work in response to one of eight exciting starting points provided by the exam board (AQA). The preparatory period you are given provides a good opportunity to explore your design strengths and showcase your skills in a chosen design field. The final piece is completed over three days under exam conditions.