

ART and DESIGN: Graphic Communication

Examination board: AQA Art and Design: Graphic Communication 8203

GCSE Graphics

Course description:

Year 10: In Year 10 students will learn how to develop creative ideas in response to a design brief. They will explore how the use of image and text can be used to promote, advertise and inform. There will be opportunities to work with a range of media and techniques such as photography, digital design, painting, drawing and mixed media in order to create a variety of outcomes. The work that is developed will form a personal coursework portfolio. Students will be given school set design briefs that will allow them to experiment and develop their understanding of Graphic Communication.

An example of a design brief:

Investigate relevant sources and design publicity material using a typographic approach for the launch of a new radio station, 'Radio Box'. The station is aimed at young people and intends to bring to its audience a mixture of contemporary music, chat and arts features.

Year 11: In Year 11 students will complete the development work for their personal coursework portfolio and produce final outcomes for all project work. This could take a variety of forms such as poster campaigns, packaging, branding for clothing or 'on screen' designs. In the spring term students will work on the externally set assignment. They will be required to choose a design brief from a selection set by the exam board and develop designs before producing finished outcomes at the end of April in supervised, exam conditions.



Why study Graphic Communication at GCSE?

Graphic communication is to design for a purpose, to promote, to advertise, to inform, to challenge and to raise awareness. This new course will allow students to develop their KS3 Art and Design skills and explore techniques such as photography and digital design. This course is ideal for students who can think creatively and who like to make images that are both useful and visually appealing. The G.C.S.E course of study will also provide opportunities for students to develop transferable skills such as problem solving, project planning, working independently, presenting and organising.

**A Graphic Communication qualification can lead to careers in:
Graphic Design, Advertising and Marketing, Illustration, Animation, Publishing and Editing, Production Design.**

Assessment:

Component 1: Personal Coursework Portfolio. Students produce two projects during the course based on school set design briefs. This accounts for 60% of the qualification.

Component 2: the Externally Set Assignment. Students select one design brief from the exam paper written by AQA. They develop a project based on this brief for roughly 12 school weeks. Final outcomes are then created during a two day, ten hour exam. This accounts for 40% of the qualification.



For further information contact Ms E Herbert, Head of Graphics

Please note that it is not possible to choose Graphics in Step 3 on the choices form if Art and Design has been chosen in Step 2. This is because both these courses lead to the same Art and Design GCSE, just through different routes.