



COURSE SUMMARY

Over two years, students will complete a variety of mini projects and coursework assessment units. 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 a range of design briefs to explore that will allow them to experiment and develop their understanding of Graphic Communication.

WHY STUDY GRAPHIC COMMUNICATION?

What is Graphic Communication? Most people have a vague idea of what a graphic designer does. Creating logos for businesses? Working with images in Photoshop? Making magazine ads? Many designers do these things, but really they are just little elements of a much bigger picture. Graphic design and communication is all around you. If you are trying to communicate a concept in a visual way, then you will be using graphic design to get your message across. From pouring your morning cereal to waiting for the last bus home, you will find yourself looking at the work of a graphic designer.

WHAT HAPPENS IN LESSONS?

During Year 12 you will explore a range of materials and techniques. You will experiment with Illustration, CAD (computer aided design), Packaging, Photography, Drawing, Printmaking and Typography alongside learning how to document your ideas and project development.

During Year 13 you will have opportunities to develop your knowledge of the areas you are most interested in.

COURSE ASSESSMENT

Students will be committing to a two-year linear course with all units examined at the end of Year 13. The course is assessed as 60% portfolio, 40% practical exam at each level.

MIGHT LEAD TO...

Students who have studied Graphic Communication at St Bart's in previous years have gone on to have careers in design, marketing, advertising, animation, architecture, product design and engineering. Some students have continued their studies to degree level, others have found apprenticeships within the design industry.

ADVICE ON ENTRY

Are you creative? Are you willing to experiment? Can you follow advice? Do you have a background in Art and/or Design? (we would suggest a Grade 5 at GCSE or above). Are you hardworking? (this course will take up lots of time outside of lesson hours) if you have answered yes in the majority, we would love to have you on the course!

READING AROUND THE SUBJECT

- [Grafik.net](#)
- [8 faces](#)
- [Pinterest](#)
- [Design Museum](#)

'Graphics is a mixture of being creative, conceptual and innovative. The teachers allow freedom for independent learning.' Hemi

