

## ART & DESIGN – GRAPHIC COMMUNICATION

**BOARD/COURSE: AQA/Art & Design – Graphic Communication (2 year A Level).**

For further advice see  
Mr. Simmons

### Why choose this course & what will it involve?

AQA Art & Design – Graphic Communication: The specification develops students' artistic and practical abilities through knowledge, understanding, skills and application for designing graphic outcomes. Graphic Communication encompasses a wide range of design disciplines including art, photography, typography and new media such as the Adobe suite, including Photoshop and Illustrator as well as animation and CAD/Web design. All these Art & Design Graphics elements are firmly rooted into producing highly original and vibrant graphic outcomes, often to a live design brief.

**Year 12:** Development of individual and graphic skills investigating and working through a number of short projects briefs. Each short project will revolve around a particular set of Art & Design skills. For example; the use of photographic image and typography in poster design; the use of sketching and painting to emphasize original outcome when producing a book cover and internal illustrations.

**Year 13:** 60% of marks are awarded through an individually identified personal investigation, often this is identified through negotiations and in conjunction with a client. Students must work closely with their client to deliver appropriate yet marketable graphic outcomes. A written piece will also be required of between 1000 and 3000 words based around their investigations. 40% of final marks will be gained from an examination board set choice of questions. A Level course total 100%.



By Finn Heasman – past 'A' level student.

### Course Structure:

#### A Level Course (2 years – Examined & submitted in May):

**Component 1** – Worth 96 marks, 60% of the A Level qualification. Portfolio of work including a Personal Investigation. An opportunity for students to write their own theme/brief to explore practically and critically, using knowledge and skills developed in their first year and bringing it into their second year of study.

**Component 2** - Worth 96 marks, 40% of the A Level qualification. Externally set practical assignment including a development period from the 1<sup>st</sup> February +15 hour supervised time (Exam).

### Course combines well with:

Design & Technology, Media Studies, Music, Languages, Psychology and Sociology, Art Textiles, Photography, Geography, Science and Maths for students who wish to pursue Architecture, Landscape Architecture/Environmental Design, Product Design or Illustration.