

# graphic communication

A - Level AQA

This highly successful course has been devised to enable you to design and create innovative graphic products to successfully meet the needs of clients and intended audiences. You will be made aware of the many ways in which communication is made through the dynamic relationships of image and text. From your personal research you will be encouraged to develop projects in your own individual ways to produce an original interpretation of the design brief. Throughout the course, you will be encouraged to demonstrate initiative and curiosity, to be visual thinkers and creative problem solvers. The study of history and theory of design is essential in developing your understanding of how designs work on several levels.

## How is the course assessed?

### Component 1 Portfolio (60% of A Level)

The completion of the folio involves designing and making quality products and the completion of a design folder. Through our strong links with industry, work will be related to commercial practices, learning from practicing designers, and will involve all stages of the designing and making process. Products will be made using a range of graphic media and new technologies including industry standard software to prepare you for the world of work. Areas of study include: Lettering and Typography, Packaging, Branding & Corporate Identity and Digital Graphic Media.

### Component 2 Externally Set Assignment (40% of A Level)

Towards the end of your course you will choose one assignment from a range of externally set assignments. Over 3 months, your time will be spent researching, planning and developing ideas. A further 15 hours of supervised time (under exam conditions) will be used to complete the production of the design outcome(s).

## Who's it for?

You should give this course serious consideration if:

- you enjoy solving practical problems in relevant, real life contexts;
- you are self-motivated and prepared to carry out your own research and investigations;
- you can employ analytical thinking and be creative and innovative when designing.
- Able to work with the vocabulary and specialist terminology relevant to graphics.
- you have an enterprising attitude and are willing to take risks;
- you enjoy designing products to meet the needs of clients and consumers.
- You want to experience a full range of IT media from Photo & Vector editing software to 3D CAD modelling.

## Progression

The course provides an excellent progression route into higher education and careers in Art and Design related professions such as Graphic Design, Product Design, Advertising and Marketing, Architecture . . .

Accepted widely by universities as an academic subject, the UCAS points gained from studying the subject will enable you to progress to the course

