

# Graphic Communication GCSE

Exam Board: AQA  
Course Code 8203

## Graphic Communication course overview

This 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 (Controlled Assessment) 60% of the GCSE

You will be designing and making quality branding including logos, posters, packaging, and social campaigns. You will create a supporting folder of investigative and exploratory work in response to an initial starting point or brief.

You will learn digital techniques in various design software packages, as well as learning traditional physical graphic design processes.

The work relates to commercial practices, learning from other artists/designers, and recording all stages of the designing and making process.

### Component 2 – Externally Set-Task (Controlled Assessment) 40% of the GCSE

You will receive a set-task paper in January of year 11 and choose one starting point (brief). Preparation time of one term (12 weeks) is given to research, plan and develop ideas, finishing with 10 hours of supervised time in exam conditions to complete and produce your final outcomes.

## Is this course for you?

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.
- 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.

## What could this course lead to?

The course provides an excellent **progression** route onto A level Art and Design courses and related career paths including Graphic Design, Architecture and product and media based industries.

## Who can I contact for further advice and support?

Mr M Simpson, Head of Department: [msimpson@cityleicester.leicester.sch.uk](mailto:msimpson@cityleicester.leicester.sch.uk)

