

CWS SIXTH FORM COURSE BOOKLET INFORMATION:

SUBJECT: Graphic Communication

EXAM BOARD: AQA

COURSE DETAILS:

In A Level Graphic Communication you will be introduced to a variety of experiences that explore a range of Graphic Communication media, processes and techniques, including an awareness of both traditional and new media.

You will explore the use of drawing for different purposes, using a variety of methods and media on a variety of scales. A combination of digital and physical sketchbooks/workbooks/journals are used to underpin your work. Use of Adobe Creative Cloud will feature heavily as part of the design process and works best in combination with traditional design and drawing techniques.

In this course you will learn to explore relevant images, designers and design styles from the past and from recent times, including European and non-European examples. This should be integral to the investigating and making processes, especially as you begin the Personal Investigation. Your responses to these examples must be shown through practical and critical activities that demonstrate an understanding of different styles, genres and traditions.

Areas of study

Students are required to work in one or more area(s) of graphic communication, such as those listed below. They may explore overlapping areas and combinations of areas:

- interactive media (including web, app and game design)
- advertising
- packaging design
- design for print
- illustration
- communication graphics
- branding
- multimedia
- motion graphics
- design for film and television.

EXAMINATION CRITERIA:

Component 1: Personal investigation

In Component 1, students develop work based on an idea, issue, concept or theme leading to a finished outcome or a series of related finished outcomes. Practical elements should make connections with some aspect of contemporary or past practice of artist(s), designer(s), photographers or craftspeople and include written work of no less than 1000 and no more than 3000 words which supports the practical work.

- No time limit
- 96 marks
- 60% of A-level Non-exam assessment (NEA)

Component 2: Externally set assignment

In Component 2, students respond to a stimulus, provided by AQA, to produce work which provides evidence of their ability to work independently within specified time constraints, developing a personal and meaningful response which addresses all the assessment objectives and leads to a finished outcome or a series of related finished outcomes.

- Preparatory period + 15 hours supervised time • 96 marks • 40% of A-level

Assessment Objectives

AO1: Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.

AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops.

AO3: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress.

AO4: Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements

POTENTIAL JOBS IN THIS FIELD:

- Animator
- Architect
- Art therapist
- Art restoration
- Cartoonist
- Computer game designer
- Community arts worker
- Exhibition designer
- Fashion designer
- Film/video maker
- Fine artist
- Furniture designer
- Graphic designer
- Illustrator
- Interior designer
- Jeweller
- Museum/gallery conservator
- Medical illustrator
- Printmaker
- Product designer
- Teacher
- Theatre designer