Graphic Communication A Level

Subject Leader: Ms V Bevan

Syllabus: AQA A-level Art and Design (Graphic Communication)

Course Specification: 2203

Course Overview
On this course, you will develop design solutions and explore the power of visual communication as an invaluable commercial tool. The course is structured to support and develop your confidence and individual strengths, from illustrative and traditional studio-based skills through to more graphics and digitally based practice, allowing for a broad and creative approach to design. You will progress through the course with a range of varied and challenging workshops developing fundamental skills and knowledge integral to the world of illustration and design.

Course Requirements
5 GCSEs graded 9 – 4 including English and Maths.
Grade 6 in an Art & Design related subject is required.

Year 1
The first term is a foundation course in which all design skills are taught. Teacher led projects are integral to this, in this period students work in across a range of disciplines covering the areas of drawing, digital imagery and photography. Students make contextual links to their work through looking at artists from a range of historical periods and also contemporary work.
The development of knowledge is supported by visits to galleries, museums and other locations designed to inspire creativity.

Students then progress to:
Component 1: Personal Investigation
in the spring term, working on a personal project until Christmas, this will be guided by teachers but driven by student ideas. Development of ideas through exploration with media materials and techniques, research into the work of artists and designers and development of ideas towards a final piece result in a first project worth 60% of the overall marks.

Year 2
In year two students complete the personal investigation and then complete an externally set assignment, a shorter project worth 40% of the overall mark. The assessment objectives are the same as Component 1 and the final piece will be completed during a 3-day exam. This is a practical investigation supported by written material.
Component 2: Externally set assignment.
Students select one question as a starting point for a practical piece of work. Students then produce preparatory work leading to 15 hours of unaided work in supervised conditions.

Assessment
Component 1: Students will develop work for a personal investigation into an issue, concept, or theme.
This account s for 60% of the total marks.

Component 2: Students will produce personal work in response to one of eight starting points. This will count for 40% of the total marks.

Independent Study
Graphic Communication is a practical course in which you will be able to create imaginative personal work. Students will find out about a whole range of media, techniques, and processes. Students will also develop their creativity and independent thought. Students will learn to express themselves visually and let their imagination flourish. This will largely take place in independent study time.

Progression
Students will acquire skills, knowledge and understanding required for Art and design degrees in University or Art college.
Typically, this can lead to jobs in Graphic Design and wider design industries.

