

## AQA Art and Design: GRAPHIC COMMUNICATION



Jobs you could get with a graphic communication qualification;

The news, Fashion, Music Industry, The Media, Advertising, Logo/brand design, Art director, Graphic designer, Web designer, Campaigner, Animator, Illustrator, Print makers, VFX artist, Exhibition designer, Product designer, Film and video editor, Photographer.

### What will you study?

Studying Graphic communication you will learn how to design visual materials to convey information, ideas, meaning and emotions in response to a brief. Areas of study include drawing, graphics, advertising, branding, typography and motion graphics, illustration and photography. Our main focus will be on illustration, typography and photography. You will explore new media and techniques such as printing, painting, illustration, typography and photography as well as continuing to develop skills from year 7-9 Art. Applying those skills to set projects/themes which you will investigate, develop, refine and present through a portfolio of work. At the end of year 11 you will present 2 portfolios of work, component 1 (sustained portfolio) and component 2 (Externally set assignment from AQA with 10hr supervised time).

### How might it be useful in the future?

You will learn to work to a brief, as well as learning traditional art skills, you will also pick up new skills in illustration and photography and how to layout designs. Throughout the course, you will be expected to be creative, work on your own and be independent, come up with original ideas and be able to complete a project from start to finish with deadlines. You will develop resilience skills, how to develop your ideas and can put a personal influence into your work. Art and Design Graphic communication will prepare you for any creative career you wish to continue onto after GCSE.

### How will you be assessed?

Component 1= 60% of final grade

Component 2= 40% of final grade

Each component split up into 4 different assessment objectives:

<b>A01</b>	<b>Develop</b> ideas through <b>investigations, demonstrating critical understanding</b> of sources	<b>25%</b>
<b>A02</b>	<b>Refine</b> work by exploring ideas, <b>selecting and experimenting</b> with appropriate media, materials, techniques and processes	<b>25%</b>
<b>A03</b>	<b>Record ideas</b> , observations and insights <b>relevant</b> to intentions as work progresses	<b>25%</b>
<b>A04</b>	<b>Present a personal and meaningful response</b> that realises intentions and <b>demonstrates understanding of visual language</b>	<b>25%</b>