

GCSE Graphic Communications

Career Options

Art and design can lead to lots of exciting careers. Artist•Fashion design•Graphic design•Theatre designer•Animator•Video game designer•Illustrator•Museum curator•Photographer•Architecture•Product design•Textiles design•Ceramics•Advertising•Publishing•Interior design•Fashion and media journalism•Hair and make-up design•Retail design•Exhibition design•Jewellery design• Visual media• Teaching



Subject Content

If you have a particular interest in creating imagery and responses that relates to the Graphic and Advertising Industry through the use of digital editing software and more traditional drawing and artistic methods, then the Graphic Communication course could be your choice. Be aware that a significant amount of time is spent using a PC in this subject. The skills you gain make it a great complement to other subjects as it helps to increase your practical skills and improve your analytical, communication and research abilities. We have explored in the past Design Briefs that have looked at 'Company Re- Branding', 'Book Illustration', 'Experimental Typography', 'Magazine Covers' that have allowed students to explore their own ideas and outcomes. Graphics helps to develop a way of seeing things and making sense of the world around you, especially the communication of imagery that surrounds us in our daily lives. It can help you with further study and prepare you for the world of work.

Graphic Communication students are required to develop knowledge, understanding and skills relevant through integrated practical, critical, and contextual study that encourages direct engagement with original works and practice within contemporary and historical Design contexts. All students will keep a digital journal that supports and underpins each project and assignment. This includes the exploration of ideas and processes, contextual references with supporting annotations, recording of ideas and reflective commentary. Screen shots showing process and understanding will also need to be evident.

Students may work in a combination of media but will be expected to develop design skills through digital applications as a strong basis for their work

Possible areas studied:

- Digital media
- Illustration
- Advertising
- Packaging design
- Communication graphics

Assessment Information

• **Component 1 Portfolio:** produce a sustained project and a selection of further work that represents the course of study. This is worth 60 % of your overall marks. You will produce a range of Graphic communication work that will be developed from different Design Briefs and Starting points that will lead you to creating and developing your own ideas and responses through digital applications and more traditional responses. The work is linked to contextual sources and we ensure that our pupils respond using a range of materials and processes. You will be required to have a solid understanding and application of drawing skills as this underpins the work that you will be doing.

• **Component 2 Externally set assignment:** There is an externally set task paper that features seven tasks, and you have to complete one of them. You get plenty of preparation time, plus ten hours of supervised time. This is worth 40 % of your total marks. This project will be your individual choice and you decide how you approach it, including the way that you create your outcomes using Graphic Design methods and approaches. It is a real opportunity to show off those Communication skills in a fully independent assignment.

Assessment objectives (AOs) are the same across all GCSE Art and Design specifications and all exam boards. The exams and non-exam assessment will measure how students have achieved the following assessment objectives in both Components 1 and 2.

- AO1: Develop ideas through investigations, demonstrating critical understanding of sources.
- AO2: Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.
- AO3: Record ideas, observations and insights relevant to intentions as work progresses.
- AO4: Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.

Why Study...?

If you enjoy being creative, want to increase your practical skills and improve your analytical, communication and research abilities, graphic communication is a great choice. The skills you gain make it a great complement to other subjects. Art and design subjects are a way of seeing things and making sense of the world around you. It can help you with further study and prepare you for the world of work. You can continue your art and design studies at AS and A-level. Learn how to design visual materials to convey information, ideas, meaning and emotions in response to a given or self-defined brief. Areas of study include communication graphics, advertising, branding, package design and typography.

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