

Sixth Form – A Level course description

Course title: AS and A Level Art and Design: Graphic Communication

Entry Requirements:

Students need either a GCSE grade 5 in an Art or Design subject.

If students feel that you have the ability and determination to undertake this course but for some reason do not meet the entry requirements then please contact us to discuss their position.

Topics Covered:

Graphic Communication is about communicating with the world in a visual manner incorporating advertising, illustration, branding and information. Students will learn about the importance of the client and the audience but, also, the conceptual ideas that designers use to communicate messages. The A Level encourages exploration of different materials, processes and techniques, both practical and digital. The start of the course is workshop-based, teaching a range of practical skills including drawing, a range of printmaking, photography, mixed media and collage. After this introductory workshop period, students are encouraged to develop their own specialism and explore their own concepts and ideas free of external constraints while continuing to develop and explore their skills. Students are encouraged to base their work around their own individual identity, incorporating cultural influences or personal experiences and interests.

Although the majority of the assessed work is practical, there is a separately assessed written essay. This encourages students to explore the work of other artists who inspire them, and look at their work in a wider context.

Drawing and other materials processes

Drawing in the context of Graphic Communication forms an essential part of the development process from initial idea to finished product, from rough sketches to setting out designs. Pupils will use a variety of tools and materials to explore graphic communication and to learn to understand the important role of signs and symbols. You will become aware of and be able to judge when it is appropriate to use traditional or computer-based methods within graphic communication processes, for example in developing layouts and mock-ups of potential design solutions, and developing ideas for final designs and presentation. You will work with traditional and digital graphic communication materials.

Contextual understanding and professional practice

An important aspect of the course is to consider the work of artists and designers and use this to inform the progression of students' own personal creativity.

Research will be conducted from a wide range of sources; for example, from historical works in museums, contemporary art shows and fairs, an exhibition at a local gallery, or from films, architecture, music, literature and nature.

Students will become familiar with contemporary and emerging concepts and learn how to analyse and critically evaluate graphic design work, demonstrating an understanding of client needs, audience and product.

It is important to note that Graphic Communication at STA is a pathway that belongs to the Art and Design A Level syllabus and, therefore, is creative and art based, not media/ design technology based.

Exam Board: OCR

Details of Examinations:

In Year 12	In Year 13
<p>AS Level Art and Design: Graphic Communication - H202</p> <ul style="list-style-type: none"> • Component 1 –Externally set task – 100% 	<p>A Level Art and Design: Graphic Communication – H602</p> <ul style="list-style-type: none"> • Component 1 – Personal Investigation – 60% <ul style="list-style-type: none"> (i) a portfolio of practical work showing their personal response to either a starting point, brief, scenario or stimulus, devised and provided by the learner or centre (ii) a related study: an extended response of a guided minimum of 1000 words. • Component 2- Externally set task – 40%

Post-18 Progression and Pathways to universities:

Most of our students progress onto a broad range of Art Degrees at University. These range from Graphic Design to Architecture, as well as Games Design, Film Production, Web Design and Interior Design.

Careers include:

Animator, Illustrator, Graphic Designer, Advertising and Marketing, Events Promotion.

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