



A-level Graphic Communication

Board and Specification: **AQA Art & Design: Graphic Communication (Graphics) 7203**

Head of Department: **Mrs Emma Beasley (e.beasley@cwlc.email)**

Subject specific entry requirements:

- Grade 6 or above in a GCSE Design & Technology or a GCSE in Art & Design.
- Grade 5 or above in English Literature and/or English Language.
- If a student has not taken any design based GCSE subject, we would want to see evidence of creative/practical work and previous experience discussed at interview.
- External students will be required to bring a portfolio of work to their interview.

What skills are required of students?

Research, analysis and evaluation skills

Practical skills

Team-working / responding to design briefs

Design skills

Ability to work with a range of materials and media

Course Outline

We will be delivering this course as an A-level over 2 years. It consists of 2 components which are internally assessed and externally moderated by the exam board.

Design skills:

We want to focus on the students learning further creative design skills and techniques, experimenting and then developing their own style during the first year of the course. Small design briefs will be set as and students will experience the critique process which is used at university and in the workplace. This year will prepare students for the assessed components.

Component 1 Personal investigation:

This is a practical investigation supported by written material. Students are required to conduct a practical investigation, into an idea, issue, concept or theme, supported by written material. The focus of the investigation must be identified independently by the student and must lead to a finished outcome or a series of related finished outcomes. The investigation should be a coherent, in-depth study that demonstrates the student's ability to construct and develop a sustained line of reasoning from an initial starting point to a final realisation. The investigation must show clear development from initial intentions to the final outcome or outcomes. It must

include evidence of the student's ability to research and develop ideas and relate their work in meaningful ways to relevant critical/contextual materials. The investigation must be informed by an aspect of contemporary or past practice of artists, photographers, designers or craftspeople. The written material to accompany this design work must confirm understanding of creative decisions made in the design process.

Component 2 externally set assignment:

Separate question papers will be provided for each title. Each question paper will consist of a choice of eight questions to be used as starting points. Students are required to select one. Preparatory work should be presented in any suitable format, such as mounted sheets, design sheets, sketchbooks, workbooks, journals and proto-type. Supervised time – 15 hours. Following the preparatory period, students must complete 15 hours of unaided, supervised time. The first 3 hours of the supervised time must be consecutive. In the 15 hours students must produce a finished outcome or a series of related finished outcomes, informed by their preparatory work.

What kinds of work will you do in class and at home?

Classwork is expected to be predominantly design folder and practical work. Design theory will be delivered through the coursework however emphasis is on learning and applying technical and creative skills to answer design situations.

Independent work outside of the lesson will reflect this. For example:

Research	Reading	Designing
Sketch books	Sampling	Folio work

What other A-levels does your subject connect well with?

Fashion & Textiles, Business Studies, ICT, English, Geography, Maths

What types of university course will be helped by this A-level?

Any design-related career such as graphic design, typography, book design, theatrical design, interior design, art and design journalism, exhibition design, illustration, animation, photography, games design.

Architecture, urban planning, landscape architecture are also courses for which this A-level will prepare students, in conjunction with maths and geography.

It can also enable students to present a wider, balanced view of their interests and capabilities.

The majority of art and design degree courses require, or it is desired, that students take a foundation course. This is a year-long course post- A-level which boosts creative design and artistic skills to further build a portfolio ready for university. Locally this is offered at Hereford Art College.