

# Graphic Communication

**Qualification Level: A level**

**Qualification Duration: 2 years**

**Exam Board: AQA**

## **Intro:**

A Level Graphic Communication enables you to develop your skills and understanding of Graphic Communication media, processes and techniques using traditional and new media.

You will demonstrate an understanding of the function, meanings, styles and content of graphic work for your intended audience. Study of typography and concepts will be used when responding to a brief.

Areas of study include: communication graphics, illustration, advertising, packaging and branding and interactive media. You will then begin to develop independent themes and approaches for your Personal Investigation.

You will have the opportunity to attend contemporary exhibitions or other relevant areas of interest that will inform your learning practise. Within your classes you will receive personalised feedback and support on a 1-1 basis each lesson. Next steps advice will be offered and additional support always available. If you wish to continue onto Further or Higher Education, we run portfolio sessions to advise on interviews and presentation of work. The department has 100% success rate for all students who have applied for Design based courses and Higher Education.

## **Year one content:**

You will produce a portfolio of practical work demonstrating a broad range of Graphic Communication approaches and themes. The department hold strong links with Reading University and organise practical workshops at the Institute of Education Art & Design Department with their artist-in-residence. This gives students the opportunity to use materials and equipment at Art & Design College level. This foundation year will enable you to develop your personal style and identify the Graphic Communication discipline you wish to follow in-depth during year two.

## **Year two content:**

### **Component 1: Personal Investigation**

This is an independent project chosen by you. You will produce a comprehensive body of work which shows development from an initial concept to a final realisation. As well as practical work the Personal Investigation is also supported by a written study of 3,000 words. This will be introduced in the Summer Term of the first year of the A level course.

### **Component 2: Externally Set Assignment**

During the Spring Term you will produce a project based on a chosen topic. The themes are provided by the exam board and offer a variety of different starting points. This gives you the opportunity to use any appropriate materials to produce an ambitious personal response within fifteen hours of supervised time.

**Trips and other costs:**

At the start of the course you will be given the opportunity to purchase materials through the department. We arrange a number of trips throughout the 2 year A-level course and practical workshops at Reading University, their graduates also visit our students to show their portfolios and discuss future pathways.

**Career and further study:**

An Art and Design Foundation course, Higher National Diplomas and Design based Honours Degrees have all proved popular with previous students. Job opportunities include: Graphic Design, Marketing, Branding and Packaging, Illustration, Multimedia, Web/Games Design, Product Design, Photography, and a vast range of other creative areas.