

# Subject: Art Graphic Communications

Level: A Level      Exam Board: Edexcel



## Course Outline

Graphic design is the communication of information and ideas by visual means. The course involves the study of a range of traditional graphic design themes: advertising, illustration, packaging and typography. Work will be developed in sketchbooks and on a larger scale and this will involve experimentation with a variety of materials, tools and techniques. The technical aspect of the course will involve the realisation of your work in two-dimensional form through the manipulation of images and words.

The study of graphic artists and their work at first hand, will play an important role in the development of your work.

## What will I learn on this course?

You will learn how to:

- develop a good understanding of Photoshop;
- develop your ability to appreciate the visual world and your response to it in a creative, imaginative and personal way;
- develop a working knowledge of a range of graphic materials, tools and techniques and use these skills to identify and solve design problems;
- develop advanced graphic design techniques to record observations and experiences in a sketchbook;
- develop a specialist vocabulary and the knowledge and understanding of the place of graphic design in history and contemporary society.

## What can I do with an A Level in art and design?

This course will appeal to students who may wish to:

- undertake further studies in graphic design at further or higher education level;
- look to start a career for which the study of graphic design is either a requirement or desirable. These might include illustration, advertising, publishing, media, television and film or animation;
- have an interest in and an aptitude for the subject, but do not wish to continue with it after A Level.

## Course Structure

### Component 1

Personal Investigation 60% of qualification

Part 1

- Practical Work.
- Supporting studies and practical outcomes.

Part 2

- Personal Study.

### Component 2

Externally set assignment 40% of qualification

- Students submit supporting studies and complete a final.
- Outcome in exam conditions completed over 15 hours.
- Externally set, internally marked and externally moderated.