

Graphic Communication

Advanced Level

General Information

The Graphics course is defined as work which is produced towards a specific design outcome. The advanced level course is extensive and is designed to develop skills in many areas of graphics. Project work is underpinned by drawing techniques, photography and computer work. Visual imagery will be explored from direct observation and there will be opportunity to develop ideas in an expressive and imaginative way

Entry requirements

GCSE Grade 4 in an art or design related subject plus GCSE English Grade 4.

Students without an Art GCSE will be considered but will need to show some related skills in the form of samples of work.

You should also meet the general college entry requirements for advanced level study. Please refer to the current prospectus – Advanced Programmes, entry requirements. GCSE Grade 5 is a minimum requirement if you want to take two art and design subjects. Anyone wishing to do this should speak to a member of the art staff prior to enrolment.

In this subject, particular skills and aptitudes will be required, many of which will be demonstrated by students' GCSE profiles.

Art visit to Rome



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Course content

Component 1: Personal Investigation: 60% of the A Level and is a collection of work from workshops and projects.

Component 2 : Externally set assignment: 40% of the A Level is carried out over a period of weeks and includes 15 hours of supervised time to produce a final outcome.

You are required to work in one or more of the following areas:

- Advertising
- Package design / 3D model making
- Illustration
- Communication graphics
- Branding
- Motion graphics

You are encouraged to develop your designs from original work which can be applied to many purposes: advertising, packaging, compact disc covers, illustration projects, leaflets, posters, information graphics, book jackets, corporate identity, logotypes, etc.

How it is taught

There are demonstrations and practical workshops to allow you to become familiar with processes and techniques. Practical projects are set to the group and are assessed on a continual basis so that you can develop your own personal skills and ideas.

Continual assessment notes are made on a regular basis and agreements made between staff and students to progress projects.

Formal assessments and feedback take place after each component is completed.

Useful / common subject combinations

English, Psychology, Media Studies, History, Languages, Business Studies, IT, Film Studies and Theatre Studies.

Careers / HE information

A number of students progress to Foundation Art and Design courses and related Graphic Design courses at degree level. Many of our former students work in related design posts in this country and abroad.