



Graphic Communication A-level



Graphic Communication

Introduction

A level Graphic Communication is a creative course in which you will explore a range of media, processes and techniques. It allows students to express their creativity through producing artwork, developing exciting use of materials and techniques in a graphical format. Students will gain an in-depth understanding of a wide variety of artists and designers that will inform their own work and investigations. Students will be given project starting points to inspire their own work. Throughout their work, students will be expected to produce a sketchbook of work including strong observation drawings, photography, artist research and in depth experimentation of media and techniques.

Areas of Study

Introduction to Graphics – Term 1

Students will be introduced to the core skills of Graphics. During this term students will have guided lessons covering a variety of Graphic techniques both by hand and using digital software. Students will be encouraged to creatively explore the media and produce a full and exciting sketchbook.

PERSONAL PROJECT – Term 2 into Jan Yr13

Your second project is an independent project where you will choose a theme that inspires you. This project will last for the entire year so it is vital you choose a topic which will engage you throughout. As well as producing creative artwork and graphical investigations you are required to produce a 1000 - 3000 word essay, exploring all of the stages of your project referring to a wide range of artists and designers that have informed your own work.

EXTERNALLY SET ASSIGNMENT – Feb Yr13 to Easter

Students will be set a selection of themes by AQA, and must pick one to respond to. They will create a project exploring their chosen theme, showing off what they have learnt so far over the course. They will be marked using the assessment objectives, and completing the course with a 15 hour exam.

Skills and Techniques

Students will be required to demonstrate skills in all of the following:

- the ability to explore elements of visual language, line, form, colour, pattern and texture in the context of Graphics Design.
- the ability to respond to an issue, theme, concept or idea or work to a brief.
- Research on a range of graphic designers, both traditional and abstract, in relation to the selected theme, so that students gain an understanding of how the mind of a designer works.
- Development of practical skills in the use of a range of media, ranging from drawing, painting, photography, Photoshop and Illustrator.
- Experimentation with computer software in the development of selected imagery.



Knowledge and Understanding

Students will show knowledge and understanding of:

- How ideas, feelings and meanings can be conveyed and interpreted through imagery and artefacts created in the chosen area(s) of Design
- Historical and contemporary developments and different styles and genres
- How images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created
- Continuity and change in different styles, genres and traditions relevant to design
- The working vocabulary and specialist terminology which is relevant to their chosen area(s) of Graphic Communication.

AQA Exam Specification

A Level Assessment Objectives

Assessment Objective 1

Develop their ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.

Assessment Objective 2

Experiment with and select appropriate resources, media, materials, techniques and processes reviewing and refining their ideas as their work develops.

Assessment Objective 3

Record in visual and/or other forms, ideas, observations and insights relevant to their intentions, demonstrating an ability to reflect on their work and progress.

Assessment Objective 4

Present a personal, informed and meaningful response demonstrating critical understanding, realising intentions and, where appropriate, make connections between visual, written, oral or other elements.

2.3 A-level

Assessments

| Component 1: Personal investigation | + | Component 2: Externally set assignment |
|--|---|---|
| What's assessed Personal investigation – 7201/C, 7202/C, 7203/C, 7204/C, 7205/C, 7206/C | | What's assessed Response to an externally set assignment – 7201/X, 7202/X, 7203/X, 7204/X, 7205/X, 7206/X |
| Assessed <ul style="list-style-type: none"> No time limit 96 marks 60% of A-level | | Assessed <ul style="list-style-type: none"> Preparatory period + 15 hours supervised time 96 marks 40% of A-level |
| Non-exam assessment (NEA) set and marked by the centre and moderated by AQA during a visit to the centre. Visits will normally take place in June. | | Non-exam assessment (NEA) set by AQA, marked by the centre and moderated by AQA during a visit to the centre. Visits will normally take place in June. |

Subject Specific Reading List:

The Art of Looking Sideways – Alan Fletcher

The Shock of the New – Robert Hughes

How to be a Graphic Designer Without Losing Your Soul. – Adrian Shaughnessy.

Just My Type – Simon Garfield.

Useful Websites:

Tate Britain. tate.org.uk

Tate Modern. tate.org.uk

YouTube - ARTIST SERIES - Alan Fletcher | Paola Kassa

YouTube – Alan Fletcher. Godfather of Graphic Design.

YouTube - A career in designQuentin Newark

The Fifty Most Famous Graphic Designers: <https://www.gamedesigning.org/graphic/famous>

Transition Assignment

Your task is to develop a comprehensive understanding of graphic communication, including its definition, key components and historical evolution.

Present your work as a digital document or as an A3 page – this work will form your title page in your sketchbook when we start the course, so ensure it is high quality!

1. Introduction to Graphic Communication:

- Define graphic communication in your own words.
- Explain the importance of graphic communication in today's society.
- Identify and describe at least three key components of graphic communication (e.g., typography, imagery, layout).

2. Historical Perspective:

- Research and summarize the historical development of graphic communication.
- Highlight key milestones and influential figures in the field (e.g., the invention of the printing press, Bauhaus movement).
- Discuss how graphic communication has evolved with technological advancements.

3. Case Study Analysis:

- Select a well-known graphic communication project (e.g., a successful branding campaign, a viral infographic).
- Conduct a detailed analysis of the project, discussing the objectives, design elements, and overall effectiveness.
- Reflect on what made the project successful and any lessons learned.

4. Personal Reflection:

- Reflect on what aspects of graphic communication interest you the most and why.

Good luck, and enjoy your exploration into the fascinating world of graphic communication!

Teacher Mrs M Ansell

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