

A-LEVEL / AQA / 2 YEARS

# GRAPHIC DESIGN

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Students produce practical and critical/contextual work in one or more areas of study. For example: advertising, design for print, illustration, interactive media (including web, app and game design), packaging design, communication graphics, branding, multimedia, motion graphics and design for film and television. Students are introduced to a variety of experiences, employing a range of traditional and new media as well as processes and techniques appropriate to Graphic Design.

Students are given a range of themes which encourage the development of ideas and are informed through the study of art and design history and contemporary graphic artists. They are expected to create final outcomes at the end of each project which are supported through digital and physical portfolios documenting their creative journeys. Students will be required to demonstrate skills in all of the following: understanding of meaning, function, style, scale, colour and content in relation to the chosen area(s) of graphic communication; awareness of intended audience or purpose for their chosen area(s) of graphic communication; ability to respond to an issue, concept or idea, working to a brief or answering a need in the chosen area(s) of graphic communication; ability to work to a personalised design brief; appreciation of the appropriate use of typography; understanding of a variety of materials and genres appropriate to their chosen area(s) of graphic communication.

## TEACHING & LEARNING METHODS

Use of drawing both physically and digitally is supported along with developing photography skills as a means of recording ideas and intentions. Skills-based teaching in digital manipulation, video editing and animation take place alongside project development as well as extending students ability to analyse art and design movements and artists. Students take part in individual tutorials and class critiques throughout the course as well as being offered opportunities to attend gallery visits and residential art trips.

## ASSESSMENT INFORMATION

Component 1 (60% of final mark): students develop work based on an idea, issue, concept or theme leading to a finished outcome or a series of related finished outcomes. Practical elements make connections with some aspect of contemporary or past practice of artist(s), designer(s), photographers or craftspeople and include written work of 1000 to 3000 words.

Component 2 Externally set task (40% of final mark): students respond to a stimulus, provided by AQA, to produce work which provides evidence of their ability to work independently within specified time constraints, developing a personal and meaningful response which addresses all the assessment objectives and leads to a finished outcome or a series of related finished outcomes.

## SUBJECT COMBINATIONS

We recommend that students take no more than two visual arts subjects (Fine Art, Graphic Design, Photography, Art, Craft and Design, Fashion and Textiles) as we encourage a broad curriculum. Other subjects that combine well with Graphic Design include Media Studies, Film Studies, Games Development, English Literature, History, and Business Studies.

## CAREERS/HE INFORMATION

Many students go on to study the Level 4 Foundation Art diploma at Durham Sixth Form Centre to support applications into arts-based university degrees. Students also apply directly to BA Honours degree courses in Graphic Design, Animation and Illustration. Past students have achieved places in prestigious universities such as Central St Martins, Northumbria and Coventry. 86% of our Graphic Design students from last year are now in higher education.