

Graphic Communication

Examination Board: Edexcel

A level Art & Design

What will I learn?

Graphic communication conveys information and ideas by visual means. Often work is realised in two-dimensional form but carries the illusion of three dimensions through the manipulation of images and the formal elements. The critical elements for a graphic designer are the successful communication of a message through the organisation of images and words. The use of information technology within Graphic communication has taken on an ever increasing importance in recent years, changing working practices and leading to new forms of communication and presentation. Students must be alert to the possibilities offered by a huge range of materials and processes within Graphic communication and of the important role of signs and symbols. In producing graphic solutions to defined problems, students must be able to keep in balance aesthetic and commercial considerations. In the context of this specification, disciplines will include:

- Advertising
- Illustration
- Branding

What is the course structure?

The A-level consists of 2 Components as part of a two year course

Component 1 (60% of total qualification)

This component allows students opportunities to generate and develop ideas, research primary and contextual sources, record practical and written observations, experiment with media and processes, and refine ideas towards producing personal resolved outcomes.

Overview of assessment

- Incorporates three major elements: supporting studies, practical work, and a personal study.
- Supporting studies and practical work will comprise a portfolio of development work and outcomes based on themes and ideas developed from personal starting points.
- The personal study will be evidenced through critical written communication showing contextual research and understanding in a minimum 1000 words of continuous prose, which may contain integrated images.

Component 2 (40% of total qualification)

This is an externally set assignment. You work in the same way as component 1 however the theme is presented as an exam paper. Your research and practical development culminates in a 15 hour timed exam.

How will you be assessed?

You are marked against 4 criteria for all your work which then translates into a grade A to E. The coursework element is worth 60% of your mark, this includes the personal study which comprises 12% of the coursework, the externally set exam is worth 40% of the overall mark. You will produce a minimum of one journal for each component. In addition, you will also produce a

portfolio of prints for each project. You will submit all your work for assessment and moderation in May. Your work is then group marked by teaching staff and externally moderated.

What can I do after the course?

You can use A-level Graphics to go on to study at Degree level or Foundation Degree level. You could also move on to a vocational course. A Graphics A-level will also help you open up a range of career opportunities in the Visual Arts sector. The underpinning analytical and technical skills will help you whatever career path you choose to follow.