

SUBJECT: Graphic Design

QUALIFICATION: AS/ A2

QUALIFICATION LEVEL:

QUALIFICATION TYPE: AS and A2

AWARDING BODY: AQA

CATEGORY:

Qualification Accreditation Number (QAN): AS

DESCRIPTION

Graphic communication involves the use of words, images, sounds and movement as tools to communicate to a specific audience. Graphics is grounded in the world, culture and commerce that surround us. On the course you will use technology alongside more traditional art forms (drawing and painting) to explore project based assignments. Candidates can work in the areas of illustration, advertising, packaging design, design for print, computer graphics, web design, film and video.

WHAT WILL I LEARN?

You will learn how to use your skills to respond to an issue, concept or idea while working to a specific design brief. You will learn how ideas, feelings and meanings can be communicated in images and how changes in styles and genres can affect our responses. The AS / A2 course will develop your ICT and photographic skills as well as allowing you to explore a wide range of art practices.

WHAT ARE THE ENTRY REQUIREMENTS?

Grade C at GCSE. Some relevant experience in the use of ICT (Photoshop, Publisher).

HOW WILL I BE ASSESSED?

The work of all candidates must address the four assessment objectives outlined from the start of the course. Both AS and A2 courses require two units of work being completed. For Unit 1, AS Students will be required to submit a portfolio of work that reflects the range of skills they have developed during the course. At least one project based on an idea or theme must be included in the portfolio. Unit 2 will take the form of an externally set assignment set by AQA and marked as a whole. At A2, students will be required to submit a further 2 units of work. The first unit (unit 3) will involve an extended piece of coursework supported by 1000 – 3000 words. The second unit (unit 4) takes

the form of an externally set assignment, set by AQA. All units will be marked internally and moderated by AQA. An exhibition of work will be held at the end of the course.

FUTURE OPPORTUNITIES?

Many students go on to study the Art Foundation National Diploma before going on to Higher Education. Employment opportunities are varied in graphic design involving the world of publishing, animation, TV, web design, typography and music.

FURTHER INFORMATION

www.aqa.co.uk