

ART: GRAPHIC COMMUNICATION

AWARDING BODY AQA



Course Specification link:

<https://www.aqa.org.uk/subjects/art-and-design/as-and-a-level/art-and-design-7201/subject-content/graphic-communication>

Brief outline of course

During the first term, students will work on a range of skills and ideas to extend their knowledge of artists, illustrators and graphic designers and try out new media and techniques. Work to be assessed for the A level will start in January of the first year and will be based on a theme chosen by the student.

Component 1 - Personal Investigation (60%)

Students will visit galleries and choose artists to inspire them to help shape and develop their own theme for this unit. They will work on this until February half term of the following year. They will need to show the development of their journey in a sketchbook and final piece(s) of work. Students will write a 1000-3000 word analysis to summarise their learning.

Component 2 - Externally set Assignment (40%)

Students are given starting points on 1 February and prepare for a 15 hour examination piece. They investigate and show their development of artists, ideas and their journey on prep sheets ready to start the examination in May.

Are you interested in:

- Producing exciting and innovative practical work.
- High quality teaching and learning
- Thinking creatively and critically.
- Developing high quality graphic art using Photoshop

Leading to a career in:

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| • Advertising | • Fashion Design |
| • Marketing | • Costume Design |
| • CGI for Film | • Surface Pattern Design |
| • Graphic Design | • Architecture |
| • Theatre and Film Set Design | • Illustration |
| • Animation | |

Subject Entry Criteria

GCSE Grade 5 in Fine Art or Graphic Art

Teachers to contact:

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