



Course title	Graphic Communication
Awarding body and syllabus number	EDEXCEL AS – 8GC0 A-level – 9GC0
Content	<p>Students should possess a high level of personal commitment and are expected to undertake coursework in their own time which complements and runs parallel to studio work. In the introductory project all students will complete a series of workshops focusing on the theme 'Distort, Distress, Destroy. Students will explore the use of photography, typography, Photoshop, printing and illustration to produce designs that communicate a message or meaning.</p> <p>The course 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 resolved outcome(s).</p> <p>This will involve:</p> <ul style="list-style-type: none">• developing ideas• exploring media, developing and applying skills• researching, recording, analysing and reviewing• creating and presenting outcome(s). <p>The Graphic Communication course provides the opportunity to build a strong portfolio of work. This is crucial for those students seeking progression to further study in Art and Design or employment in creative industries.</p> <p>The AS course will run alongside the first year of the A-level course providing the opportunity for students to decide after the first half term if they will follow the AS or A level pathway.</p>
Assessment	<p>In the AS level course there are 2 components:</p> <ul style="list-style-type: none">• Component 1 – Personal Study – 50% of final mark• Component 2 – Externally set assignment – 50% of final mark <p>In the A-Level course there are 2 components:</p> <ul style="list-style-type: none">• Component 1 – Personal Study with written element – 60% of final mark• Component 2 – Externally set assignment – 40% of final mark <p>All components incorporate two major elements: supporting studies and practical work. Supporting studies and practical work will comprise a portfolio of development work and outcomes based on themes and ideas developed from personal starting points.</p>
Special requirements	<p>Students are required to have a minimum of a B grade at GCSE.</p> <p>Students will be required to attend gallery and museum visits. Students will need to supply various art materials including an A3 Art sketchbook that can be purchased from the department for £3.50.</p> <p>External students will be asked to attend for interview with a portfolio of their work to be assessed before admission to the course.</p>