

GRAPHIC COMMUNICATION

Exam board: AQA

Assessment methods: 60% coursework, 40% examination. All units are practical

Length of exam: A level – 15 hours of unaided, supervised time

Students will be introduced to a variety of experiences that explore a range of graphic communication media, processes and techniques within traditional and new media and will explore the use of drawing for different purposes, using a variety of methods and media on a variety of scales.

Students' exploration into relevant images, artefacts and resources relating to a range of art, craft and design, from the past and from recent times will be integral to the investigating and making processes. Responses to these examples will be demonstrated through practical and critical activities that show understanding of different styles, genres and traditions as well as an awareness of the importance of process as well as product.

Areas of study

Students are required to work in one or more area(s) of graphic communication, such as:

- interactive media (including web, app and game design)
- advertising
- packaging design
- design for print
- illustration
- communication graphics
- branding
- multimedia
- motion graphics
- design for film and television

Breakdown of units

Component 1 - Personal Investigation - This is a practical investigation supported by written material. Students are required to conduct a practical investigation, into an idea, issue, concept or theme, supported by written material. The focus of the investigation must be identified independently by the student and must lead to a finished outcome or a series of related finished outcomes. This must be supported by an extended written response of between 1000 and 3000 words of continuous prose. The personal investigation will be assessed as a whole.

Component 2 - Externally Set Assignment - The question paper will consist of a choice of eight questions to be used as starting points. Students are required to select one. Following receipt of the paper students should consider the starting points and select one. Preparatory work should be presented in any suitable format, such as mounted sheets, design sheets, sketchbooks, workbooks, journals, models and maquettes. Following the preparatory period, students must complete 15 hours of unaided, supervised time. In this time students must produce a finished outcome or a series of related finished outcomes, informed by their preparatory work.

Overlap with other subjects

Graphic Design overlaps well with all Art & Design subjects whether visual (Fine Art, Photography, Textiles, 3D), performance (Music, Drama) or written (English Literature, History, Classics). History of Art would be especially beneficial to enhance the visual analysis skills needed to comment on students' own practical artwork. Graphic Design also overlaps well with Media, Film Studies and Sociology.

For further information, please visit the [RIC Visual Arts](#) blog site.

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