

Graphic Design | GCSE (Graphic Communication)

TEACHER RESPONSIBLE FOR COURSE : Mr Burt

This course cannot be studied alongside GCSE Fine Art as the two courses discount one another.

DESCRIPTION OF COURSE

Graphic Design is the combination of text and image to communicate a specified idea or concept. Examples of Graphic Design are all around us and it is an essential part of our daily lives. Most of us don't even notice it's there. Imagine a world without newspapers, books, posters, signs, packaging, advertising, websites ... the list is endless. Graphic Designers play a key role in making sure that information is communicated to people in increasingly interesting and creative ways.

What will you study?

During the course you will be given design briefs that focus on the following areas of study. In addition you will learn how to use industry standard software to support the creation of your ideas. Graphic outcomes for this course therefore will be primarily computer based.

Typography

You will learn about the origins of Graphic Design and the art of creating and using typefaces and fonts throughout all of the coursework projects. This unit is a hands on practical introduction to type based and traditional letterpress printing techniques.

Illustration

An illustration can be any image used to aid communication of written text. This could be a digitally manipulated photograph, or a drawing or painting, or a computer generated image.

Logo Design/Corporate ID

Most organisations have a logo or identifiable 'image' by which we associate them with. In this unit you will learn how to create items such as logos, letterheads, business cards for real or imaginary organisations.

Advertising

In this unit you will learn the art of visual persuasion! You will learn how to create designs that communicate specific meanings to a target audience. This could involve the creation of posters, direct mail, magazine adverts, movie posters etc.

ASSESSMENT

Examination Board: AQA Syllabus code: 8203/C & 8203/X

Component 1 PORTFOLIO OF WORK 60%

Component 2 EXTERNALLY-SET ASSIGNMENT 40%

AO1: Develop ideas through investigations, demonstrating critical understanding of sources.

AO2: Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.

AO3: Record ideas, observations and insights relevant to intentions as work progresses.

AO4: Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.