

<b>Subject:</b>	<b>Graphic Communication</b>
<b>Level:</b>	GCSE
<b>Awarding Body:</b>	AQA
<b>Specification Code:</b>	8203
<b>Awarding Body website:</b>	www.aqa.org.uk
<b>ASSESSMENT:</b>	
Controlled Assessment %:	60% Portfolio
When will it be taken?	Over the 2-year duration of the course
Examination %:	40% externally set task
When will it be sat?	May / June at the end of Year 11
<b>TIERS:</b>	
Higher Tier Grades:	N/A
Foundation Tier Grades:	N/A
No Tier Grades:	9 - 1
<b>Subject Leader:</b>	Mrs K Sands
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### **Description**

Students must develop and apply the knowledge, understanding and skills specified in the Subject content to realise personal intentions relevant to graphic communication and their selected area(s) of study.

This course allows students to be introduced to a variety of experiences exploring a range of both two and three-dimensional media, techniques and processes, including both traditional and new technologies.

### **What will I learn?**

In Component 1 and Component 2 students are required to work in **one or more** area(s) of graphic communication, such as those listed below:

- communication graphics
- design for print
- advertising and branding
- illustration
- package design
- typography
- interactive design (including web, app and game)
- multi-media
- motion graphics
- signage
- exhibition graphics.

They may explore overlapping areas and combinations of areas.

## **What will my learning experience be like?**

- Practical lessons in one of the DT/graphics rooms.
- Some films, talks and discussions about artists, crafts persons and designers, their life and their work, which will inspire different projects.
- Visits to Art Galleries, Museums and local environments. One trip to London Galleries and Museums.
- Talks and artist/craftsperson's activities.

## **How will my work be assessed?**

### **Unit 1: Portfolio of Coursework**

Controlled Assessment – set and marked by centre and moderated by AQA.

96 marks – 60% of final grade.

Candidate portfolio selected from work undertaken during course of study and must include more than one project.

### **Unit 2: Externally Set Task**

Question papers set by AQA and issued from 1 January in Year 11.

Marked by centre and moderated by AQA.

96 marks – 40% of final grade.

Unlimited preparation time then 10 hours of supervised, sustained focused study. Candidates respond to their chosen starting point.

Over the two-year course pupils will build up a portfolio of project work which will be undertaken during class time and supported by visits and homework tasks. One project may include written studies, research and sketchbook studies, painting, drawing and painting, textiles and sculpture and therefore will consist of a number of pieces of work. Presentation of work is considered very important and will be taken into account during assessment.

## **How will studying this be of value to me?**

As well as improving the students practical Art, graphic communications and 3D skills, the course leads to a more lively appreciation and better informed critical appraisal of the natural and man-made environment and mankind's cultural experience.

Pupils will gain an informed understanding of the work of artists, crafts persons and designers.

A good GCSE Art grade allows students to go on to study AS and A Level courses which in turn are essential for a Bachelor of Arts degree, Teacher training, media studies and Design based courses. A GCSE in Art and Design could lead to many careers in this field such as: Fine Art, Architect, Photographer, Graphic Designer, Illustrator, Animator, Interior Designer, Industrial or Product Designer, Art Teacher, Art Therapist, Art History, Gallery Curator, Museum Curator, Art Conservationist, Fashion Designer etc. Due to the nature of the subject students need to have an understanding of Business, Sales and Marketing so these are also other field that you can go into with this course.

The following items are necessary for each student following the GCSE course:

- A4 sketch pad
- Selection of good quality, coloured pencils
- Set of watercolour paints and paintbrushes
- Eraser, sharpener and sketching pencils
- A1 folder

These will be available to buy as a pack from school at the beginning of year 10. Although, we do also have materials available for students to use if they do not wish to obtain an art pack.