

# Graphic Communication

## A Level

**Exam Board:** OCR

### Subject Specific Criteria:

- Grade 5 in Art at GCSE
- Grade 5 in English.

### Components Studied:

The components are internally assessed and externally moderated:

#### Component 1: Personal investigation:

1. A portfolio of digital/practical work showing a personal response to several starting points, briefs, scenarios, or stimuli.
2. A related study of continuous prose with a guided minimum of 1,000 words.

#### Component 2: Externally set task:

A range of questions set by OCR. You will produce a portfolio of preliminary studies and a 15-hour Controlled Test personal response.

#### Course Information:

Students are encouraged to learn the rules of design by working hands-on in response to a material or technique. Focus is then given to business branding and a past paper theme allowing students to explore the entire design process from initial ideas to the realisation of intentions. The design skills you will develop include Visual Communication, Branding, Illustration, Advertising, Typography, Packaging, Origami, Clay and book-making. Students will leave the course with both a qualification and a varied portfolio of project work which can be taken to job or university interviews.

### Skills Required:

- Thorough knowledge and understanding of Adobe Photoshop
- Working with mixed media
- Analytical writing
- Creative thinking and presentation of work

### Futures:

Students wishing to pursue design further could progress to a Pre-Degree Foundation Course followed by a University Degree in the creative specialism of their choice. Such courses include Graphic Design, Visual Communication, Illustration, Typography, Digital Media, Computer Animation, Computer Games Design, Advertising and Architecture.

### Subject Enrichment:

Students travel to Paris in Year 12 to explore historical and contemporary Art & Design exhibited at awe-inspiring venues including Pompidou, Musée D'Orsay, The Louvre and Musée de L'Orangerie (subject to restrictions).

