Post 16 Subject Overview

Name of Subject
Art and Design - Graphic Communication

Which Examination Specification is Studied for this Course?
AQA Art and Design

Why should I study this course?
The art and design industry is the fastest growing industry in the UK, providing many opportunities for new and innovative thinkers. Every item in your life has passed through the hands of either an artist or designer, from magazines, the gaming industry, business identity and not to mention the fantastic artistic creations that brighten the world.
Throughout the course you are encouraged to experiment with a wide variety of techniques, including; computer software including Adobe Photoshop and Illustrator, which is industry standard software, used the world over in the design industry. This will develop both photographic and graphic skills.
During year 12 and some of year 13 you will work on a major portfolio project that you are in control of, you will choose your theme as a starting point and then work within a variety of different contexts. These will include; advertising, marketing, corporate identity, packaging and awareness campaigns about important issues. Discussions with your teachers will help you to make informed choices about the directions in which you go. You will be encouraged to experiment with different techniques and processes within your work as this enhances the development process.

Who is suitable to study this course?
All creative people are suitable for this course and is also a part of the 'Art Package' course.

What GCSE Qualifications Support the Study of this Course?
It is an advantage if you have studied an 'Art and Design; course at GCSE but not essential.

What are the Qualification Requirements for this Course?
How is the Course Delivered?
The course is delivered during 5 hours of taught sessions in the dedicated post 16 computer suite by experienced teachers. Teachers will provide expertise to develop students skills and will coach students through the creative process leading to a portfolio of highly finished work. The project is produced in 'columns' which gives students the freedom to explore the different design contexts and focus your unit around your interests.
The computer suite is available for students to access during independent study time.

All time spent in lessons students will be working on their personal project, which is led by the student. Google classroom is used for communication, assessment and feedback.

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Half Term	**Year 12**	**Year 13**
Autumn 1	Development of skills, delivered through critical study work.	Column 5
Autumn 2	Development of skills, delivered through critical study work.	Start external set assignment on 1st Feb, this is set by the exam board AQA.
Spring 1	Introduction to Major Portfolio Project. Understanding of the design process. 'Column 1'	Externally set assignment
Spring 2	Column 2	Externally set assignment completed by May.
Summer 1	Column 3	
Summer 2	Column 4	

How is the Course Assessed?
The course consists of both coursework and exam, coursework contributes 60% and exam 40%. Throughout the course you will participate in 'unit reviews' where your work is looked at by yourself and your teacher and discussed in detail. These reviews are vital to your success as they provide opportunities for you and your teacher to discuss the direction of your work and the development of ideas.
You are assessed against 4 different assessment objectives that are equally 25% of your overall grade and they naturally follow the artistic process. These are provided at the start of the course and are reviewed during the unit reviews. The reviews also link to praising stars, so accurate assessment data is recorded dependent on progress.