



### Why is the study of Graphic Communication important?

The arts are currently the fastest growing industry in the UK, which contributes £10.8 billion to the UK economy and employs more than 2 million people. Graphic Communication is a broad subject and can lead in to different areas including; IT, Software and Gaming, Advertising, Fashion, Design and many more. The course encourages students to explore different creative processes and ideas to produce a range of graphic outcomes.

### What skills will the study of Graphic Communication teach you?

During the course you will be taught a variety of photographic techniques using industry standard software Adobe Photoshop. You will also begin to understand the relationship between image and text, how these can be used to communicate different ideas to the viewer.

Adobe Illustrator is also used to teach you how to create your own graphic images and text. In the design industry you need to be aware of the impact your work has on the viewer and understand that all design work has to be sensitive to other peoples' beliefs and morals, so not to cause offence. Also, you will understand how colour can be used in your designs and the psychology used.

### What will you know and understand from your study of Graphic Communication?

Each unit of work will focus on the design process;

- Research – this will develop your knowledge and understanding of the design world by looking at other designers and their work.
- Ideas – you will produce a range of different ideas for each unit of work.
- Development – this is where you will 'fine tune' your ideas by experimenting with the design basics. The design basics are; Colour, Font, Layout and image.
- Final Design – Your final designs are presented and will show your own unique style and ideas which are personal to you.

The course consists of;

#### Unit 1

- **Magazine Design** – will also include the introduction to both Adobe Photoshop and Illustrator. The unit gives you the knowledge and skills to be able to create your own brand/style of magazine aimed at a particular audience. As you work through the unit you will experiment with developing your own font style through careful manipulation of a standard font, making your own personal font that no one else in the world has! Photography is a very big part of Graphic Communication and is used in each unit. We will teach you the skills you need to be able to take a good photograph and then a range of editing techniques.
- **Stamp Design** – In this unit you will use all the skills you have learnt to design a set of stamps, using both photography and illustrator skills. The full design process is followed.

#### Unit 2

- **Externally Set Assignment** – This is set by the exam board. The theme of the unit is set by AQA and are provided with 12 weeks' preparation time and a 10 hour controlled assessment.

### How can you deepen your understanding of Graphic Communication?

As a part of the course students will be invited to take part in 3 trips to various locations to provide them with opportunities to record observations to aid in their work. Also each week we provide enrichment 4 times a week.

In the department there are also reference guides for students to use to support them with their studies.

## How are you assessed in Graphic Communication?

There are 6 assessment points each year that we term Praising Stars®. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the Graphic Communication curriculum.

At key points of the course we hold unit reviews, this is where students display all the work they have produced and detailed feedback is given.

## Key Assessment Objectives

**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.

## Study of Graphic Communication can lead to a wide range of careers:

The study of Graphic Communication can lead to a variety of different careers, including;

- Graphic Designer
- Website Designer
- Art Director
- Marketing Manager
- Film and Video Editor
- Teacher
- Animator
- Game Designer

## Graphic Communication Course Overview

Term	Year 1	Year 2
Autumn 1	Introduction to the course, learning to use the Adobe Suite.	Stamp Unit
Autumn 2	Magazine unit	Photography Unit
Spring 1	Magazine Unit	Photography Unit
Spring 2	Photography Unit	Exam Unit
Summer 1	Photography Unit	Exam Unit
Summer 2	Stamp Unit	

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