



A Level

Specification: Edexcel

ART & DESIGN: Graphic Communications

Contact:

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What will I study?

During your A level course you will extend your knowledge and skill in key graphical areas such as promotional design, packaging and typography.

In the first two terms of Year 12 you will cover a core range of graphical techniques including packaging and net design, typography, photography, graphic illustration, Photoshop and CAD. In the final terms of Year 12 you will set your own personal brief in response to an exam style theme, to create a more in-depth body of coursework that continues into Year 13. This will include an extended written assignment of 1000-3000 words supporting your theme and profiling your ideas alongside artists' and designers' work.

How will I be assessed?

60% of the assessment is based on coursework and 40% is on the final examination. The final exam starts in January of Year 13 and is an externally set theme, with a 15 hour final practical test in May.

Coursework consists of preparatory studies in the form of sketchbooks or design sheets, plus supporting design experimental pieces and refined, developed outcomes. The course is taught across 4 assessment objectives (equal in weighting) that measure success against research, development, experimentation and investigation, refinement and making. All units are internally marked and externally moderated.

How will I learn?

- Personal research, experimentation and development of ideas.
- Coverage of a wide range of techniques and processes, including 3D and contemporary art forms
- Art/Design history and theoretical concepts.
- Site visits, exhibitions and museum visits.

What skills will I need?

- Independent learning and self organisation
- Passion for the design scene, visiting exhibitions
- Problem solving, reviewing and modifying skills
- Good observational skills and critical analysis skills
- An understanding of formal elements of design composition, colour, geometry, construction etc.
- Skills in CAD and digital design software

Careers & Progression

Every good company realises that creative and good design are important factors in generating new business. So, your creativity isn't just a way of satisfying your artistic soul...It can open the door to creative career opportunities as well.

After A level, many students go on to higher education in Design via a foundation course or straight to a BA (Hons) art/design degree. JMS has a 100% success rate of students gaining places on their chosen art and design courses. Graphics students then progress to a range of related careers such as advertising and promotional design, web and digital design, animation, media and film, set and special effects design, product design, illustration or even automotive design.

These are just a few of the careers that are open to students with a qualification and experience in art and design.