

# Graphic Communication

## A Level



ST. MARY MAGDALENE

C OF E SIXTH FORM

PENINSULA CAMPUS

*Excellence through innovation,  
founded in faith since 1840.*

Exam Board: **WJEC**

### What is Graphic Communication?

If you are creative, artistic and love design preferring to create for a purpose you will enjoy graphic communication. Graphic communication combines image and typography to create meaningful designs and messages; it may be defined as the process by which ideas are communicated through the use of symbols, drawings, photographs and typography to convey concepts and/or emotions.

### What will I study?

You will incorporate a variety of related disciplines and utilise traditional skills, such as calligraphy and hand-formed lettering, alongside cutting-edge digital technologies. You will learn how to manipulate images as well as text and work frequently with layout design and usability. We will work with the Adobe suite – mainly Adobe Photoshop, Illustrator and InDesign. You will become an expert in illustration, typography, packaging design and branding. You will become a creative thinker and a problem solver where design is concerned, understanding visual designers and their work whilst learning new techniques to a high standard.

### What entry requirements will I need?

In addition to the general entry requirements you should have studied at least one of the following subjects at GCSE: graphic design; art and design; or design and technology. A portfolio of your work will be assessed for suitability before your acceptance on the course.

### How will I be taught?

You will be taught through theory and practical sessions over two years of study.

### How will I be assessed?

You will carry out a personal creative inquiry (60% of final grade) which begins in term 2 of year 12 and continues into the first term of year 13 – an extended, exploratory project and outcomes based on themes which are personal and meaningful to the learner; through this enquiry you will be refining personal skills and producing a professional portfolio. The second unit (40% of final grade) is an externally set assessment where learners are required to develop a personal response to one of a varied range of stimuli within specified time constraints. Learners must therefore bring together the best of their understanding, knowledge and skills built up over their course of study and demonstrate their highest achievement. Unit two is finalised with a 15 hour exam.

### What career opportunities does this open up?

Graphic communication can lead to a wide range of careers including: Graphic Designer, Animator, Interior Designer, Architect, Digital Designer, Web Designer and an Illustrator.