

Curriculum information sheet

Faculty: Art

Subject: Graphic Design

Subject leader: Emily Pitchford **Contact:** Emily.Pitchford@ninstiles.org.uk

Year 11 information – Course title(s), GCSE/BTEC, Exam board, breakdown of assessment modules

GCSE Graphic Communication AQA

Component 1: Portfolio

What's assessed: A portfolio that in total shows explicit coverage of the four assessment objectives. It must include a sustained project evidencing the journey from initial engagement to the realisation of intentions and a selection of further work undertaken during the student's course of study.

How it's assessed:

- **No time limit**
- 80 marks
- 60% of GCSE

Component 2: Externally set assignment

What's assessed: Students respond to their chosen starting point from an externally set assignment paper relating to their subject title, evidencing coverage of all four assessment objectives.

How it's assessed:

- Preparatory period followed by 10 hours of supervised time
- 80 marks
- 40% of GCSE

Non-exam assessment (NEA) set by AQA; marked by the school/college and moderated by AQA during a visit. Moderation will normally take place in June.

Synopsis of the course

Graphic Communication

Students will be introduced to a variety of experiences exploring a range of graphic media, techniques and processes, including both traditional and new technologies.

They will explore relevant images, artefacts and resources relating to a range of Graphic Communication from the past and from recent times, which will be integral to the investigating and making process. Responses to these examples will be shown through practical and critical activities which demonstrate the candidates' understanding of different styles, genres and traditions.

Candidates will be aware of the four assessment objectives to be evidenced in the context of the content and skills presented and of the importance of process as well as product.

Candidates will explore drawing for different purposes and needs.

Areas of Study

Candidates are required to work in **one or more** area(s) of Graphic Communication such as those listed below. They may explore overlapping areas and combinations of areas:

- Illustration

- Advertising
- Packaging design
- Communication graphics
- Design for print
- Animation
- Digital media
- Web Design, Television, Multimedia.
- Lens-based and light-based media: Film, animation, video and photography
- New media practices such as computer generated imagery.

Skills and Techniques

Candidates will be expected to demonstrate skills and techniques in the context of their chosen area(s) within Graphic Communication:

- Showing an awareness of meaning, function, style and scale in relation to their chosen area(s) of Graphic Communication
- Making an appropriate use of colour, line, tone, shape and form in their work
- Interpreting a brief and working within its constraints, and/or responding to an idea, concept or issue
- Displaying an appreciation of appropriate uses of typography (including hand lettering, calligraphy and graffiti), signs and symbols
- Showing an awareness of a variety of materials, techniques and genres within their chosen area(s) of Graphic Communication
- Being aware of the intended audience or purpose of their chosen area(s) of Graphic Communication
- Providing evidence of the use of safe working practices.

Knowledge and Understanding

Candidates will be expected to show knowledge and understanding of:

- How ideas, feelings and meanings are conveyed and interpreted in images, artefacts and products in their chosen area(s) of study within Graphic Communication
- A range of art, craft and design processes including two and/or three-dimensions and traditional and new media and technologies
- How images, artefacts and products relate to social, historical, vocational and cultural contexts
- A variety of approaches, methods and intentions of contemporary and historical artists, craftspeople and designers from different cultures and their contribution to continuity and change in society in their chosen area(s) of study within Graphic Communication
- A working vocabulary and knowledge of specialist terms relevant to their chosen area(s) of study within Graphic Communication.

Year 10 information – Course title(s), GCSE/BTEC, Exam board, breakdown of assessment modules

There is no current Yr10 GCSE Graphic Design course running however students are studying GCSE Art, Craft & Design AQA