

# Graphic Communication

**Syllabus** AQA Art and Design: Graphic Communication

**What will I learn?** In year one students will complete a project responding to the starting point of Alter Egos. The focus of the project will be on learning and developing a range skills using industry standard software such as Adobe Illustrator and Photoshop as well as their drawing ability. The skills learnt in this project will give them an excellent base to build on in the second year.

In Year 2 students will begin by researching and planning a personal investigation project. Some examples from this year include Cereal Branding, Comic Book Art and Tourism posters. This will be an opportunity for students to develop the skills learnt in year one and specialise in one (or more) area(s) of Graphic Communication such as illustration, branding, animation and product design etc. Students will then complete an Externally Set assignment will follow the same process as previous projects, and will culminate in a practical exam where students can create responses to the project.

**How will I be assessed?** Coursework 60% Externally Set Project 40%

**How will this prepare me for my next steps?**

The creative pathway lays the foundation for both the technical, analytical and problem-solving skills required for future creative and academic endeavors. Students will not only create a portfolio of work to represent their skills and interests, but also will gain confidence in their abilities as creators. Students develop understanding of visual communication and how images can impact and influence others. Students will learn a range of Graphic Design skills which will prepare the for work in a number of creative careers,

**Contribution to Studio aims** – The skills learned in these subjects prepare students for a wide range of careers in the games or creative industries.

**Careers/job ideas**

- graphic design
- animator
- concept artist
- games designer
- photographer
- advertising and marketing

- architecture
- film, TV, video, radio
- IT, software and computer services
- Publishing
- museums, galleries and libraries