

GRAPHIC COMMUNICATION

In Graphic Communication you are encouraged to explore a range of disciplines such as illustration, advertising, packaging, branding, editorial design, animation and web design. The Graphics classrooms are well equipped; there is a computer for each student including industry standard software with the latest Adobe Creative Suite, which you will be taught to use effectively.

Do you love being creative, designing visuals, and bringing ideas to life? On this course you'll explore how images, typography, and digital media communicate powerful messages. From branding and advertising to illustration, photography, and digital design, you'll develop practical skills using both traditional and modern techniques. You'll build an exciting portfolio that shows off your imagination and problem-solving abilities, while learning how design shapes the world around us. Whether you dream of becoming a graphic designer, illustrator, animator, or working in marketing, media, or the creative industries, A Level Graphic Communication is your first step into a vibrant and fast-moving world of design.

Specific course entry requirements

College entry to include grade 4 or above in GCSE Art or a design-based subject, or BTEC equivalent (please refer to the Entry Requirements section on the college website for further details).

Alternatively, submission of a suitable portfolio.

How will I be assessed?

The A level Graphic Communication course is 60% coursework and 40% externally set assignment. All work is internally assessed and then externally verified by an exam board moderator.

What will I study?

This course is designed to offer you a variety of projects that investigate the diverse nature of Graphic Communication. You will investigate advertising, branding, typography, illustration, animation and other related areas. The course is structured in a manner that allows you to produce work for specified briefs; this approach simulates the role of a Graphic Designer when responding to the demands of a client.

You will produce work in a range of media, using a variety of processes. You will produce computer-generated work and experiment with print-making, collage, stencilling, drawing, and a range of other experimental approaches.

All the work you produce will be contextualised with research into designers and artists. You will be encouraged to take creative risks and experiment with your work.

Where will this course lead me?

Developing your creative understanding can be useful in many fields of learning as well as a range of careers. It is particularly appropriate for branding, advertising, illustration, industrial or product design, architecture, computer games design, teaching, and working in the creative industries.

Studying an Art course is an excellent way to develop soft skills such as independence. It will improve time management and problem-solving skills whilst developing creative thinking skills and resilience.