



# Year 13 Graphic Communications



## What have students at St. Crispin's been taught to understand and be able to do?

Graphic Communication is a creative course that allows students to explore imagery and script in different contexts. Photoshop skills are developed to manipulate imagery and combine text. The course can be steered towards packaging and advertising or illustration and communication graphics. The course includes visits to galleries and related workshops.

### Core Knowledge

- Knowledge and understanding of:
- relevant materials, processes, technologies and resources
  - how ideas, feelings and meanings can be conveyed and interpreted in images and artefacts created in the chosen area(s) of graphic communication
  - historical and contemporary developments and different styles and genres
  - how images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created
  - continuity and change in different styles, genres and traditions relevant to graphic communication
  - a working vocabulary and specialist terminology that is relevant to their chosen area(s) of graphic communication.

### Core Skills

- Demonstrate skills in all of the following:
- understanding of meaning, function, style, scale, colour and content in relation to the chosen area(s) of graphic communication
  - awareness of intended audience or purpose for their chosen area(s) of graphic communication
  - ability to respond to an issue, concept or idea, working to a brief or answering a need in the chosen area(s) of graphic communication
  - appreciation of the relationship of form and function and, where applicable, the constraints of working to a brief
  - appreciation of the appropriate use of typography (which could include hand lettering and calligraphy)
  - understanding of a variety of materials and genres appropriate to their chosen area(s) of graphic communication.

## How has learning been assessed?

Students are given formative assessments and receive verbal feedback throughout the two year course regularly. In Year 12, they also sit two timed assessments, each lasting 5 hours.

In Year 13, Students sit a controlled assessment over three to four days at the end of the course, totalling 15 hours.



## Year 13 Graphic Communications continued



### How has learning been assessed continued?

#### **Component 1- Personal Investigation**

Worth 60% of the overall grade. During Year 12, students begin a personal project. This is a long-term project working within a theme of their choosing and continues over the summer and into Year 13. It involves exploration work and at the start of Year 13, an in depth analysis in the form of an essay of 1000-3000 words. (The deadline for this component is January 31st)

#### **Component 2- Externally Set Assignment**

Worth 40% of the overall grade. During the Spring term of Year 13, (Paper released on February 1st) students are provided with a range of themes from the exam board. They are required to pick one and plan and respond to this theme culminating in a final piece produced over a 15-hour controlled assessment.

### Future Opportunities

A-Level Graphic Communication provides foundation skills for a wide range of careers that involve the visual arts. The course could provide a pathway into a career such as Graphic designer, Advertising art director, Animator, Concept artist, Creative director, Illustrator, Video game designer or web developer to name a few.