

GRAPHIC COMMUNICATION

Exam Board: AQA

Curriculum Leader: Tracy Mosley

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SUBJECT SPECIFIC ENTRY CRITERIA:

Grade C or above in Art or Graphic Communication.



KEY INFORMATION:

Year 12 consists of a portfolio of work that shows experimentation in a variety of media and skills. Year 13 includes a personal investigation project followed by an externally set assignment. Each project is presented for assessment in an A3 sketchbook, the presentation of which is an integral part of the course. Some work may be presented in digital form if appropriate.

Students can work in one or more of the following areas: advertising; packaging design; design for print; illustration; communication graphics; branding; multimedia; motion graphics; design for film and television; interactive media (including web, app and game design).

The personal investigation consists of a 1500-3000 word essay linked to a personal project exploring practical outcomes within their chosen theme – 60%

The OCR set task allows students to choose one starting point from a range published by the exam board. They then develop preparatory ideas and experiment with practical work before sitting a 15 hour practical exam to complete a final outcome – 40%



POSSIBLE CAREER PATHS:

- ➔ Illustrator
- ➔ Packaging Designer
- ➔ Website Designer
- ➔ Animation
- ➔ Visual Merchandising

“Students really enjoy this course as it allows them to be creative in areas that interest them, using a wide range of media”



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