

Subject: Graphic Communication

Qualification: GCSE (60180870)

Exam Board: Eduqas



What will I study?

GCSE Graphics Communication broadens experience, develops imagination and technical skills, fosters creativity and promotes personal and social development.

Graphic Communication is defined here as the process of creating visual material to convey information, ideas and emotions through the use of symbols, diagrams, drawings, photographs, maps and typography. You will explore practical and relevant critical and contextual sources, such as the work of historical and contemporary graphic designers and the different purposes, intentions and functions of graphic communication. The aim of the course is to develop your creative thinking skills and communication skills through the combination of words and images. You will have the opportunity to experiment with different media, including design software, in order to identify your strengths and preferences allowing you to develop individually as a designer. Outcomes may be two- or three-dimensional, taking the form of posters, brochures, packaging, publicity materials, three-dimensional point-of-sale and exhibition design. You will build a comprehensive portfolio of work to progress to further courses or employment.

Is this the right subject for me?

The GCSE Graphic Communication is ideal for anyone who:

- is keen to develop their visual and making skills through drawing, modelling and CAD.
- is creative, enthusiastic and imaginative
- enjoys visits to galleries, museums and workshops
- is keen to experiment, embrace challenge, make decisions, take risks and solve problems
- is willing to develop and refine their work

What do I need to know, or be able to do, before taking this course?

The course will enable you to develop your art and design skills; it is important for you to be committed, love the subject and be motivated to develop your skills practically and resource and express your own ideas.

How will I be assessed?

Component 1: Portfolio 60% of GCSE 120 marks	Component 2: Externally Set Assignment 40% of GCSE 80 marks
Internally set and marked; assessed through controlled assessment.	Externally set theme and internally marked.
Each component is assessed separately using 4 assessment objectives, with each AO equally weighted. AO1 Critical understanding - Develop ideas through investigations, demonstrating critical understanding of sources AO2 Creative making - Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes. AO3 Reflective recording - Record ideas, observations and insights relevant to intentions as work progresses. AO4 Personal presentation - Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.	

What can this qualification lead to?

You could progress to further education courses at Level 3, for example

- GCE A Level Art and Design
- GCE A Level Photography
- Graphic Design Level 3 Diploma

You could then progress to an Art Foundation course followed by one of the many art based degree courses for example, Graphic design, Fashion, Photography, Architecture, Automotive Design, Illustration, Games Design or Fine Art.

Your portfolio of work will provide evidence of your ability to pursue a two-year GCSE course, covering different assignments and producing a range of work when you seek employment. There may be opportunities to work in a local design office, graphics company, advertising or retail or you may choose an apprenticeship.

Further information

www.eduqas.co.uk

Please contact pcurry@stpetershuntingdon.org – 2iC Creative Enterprise Faculty

Problem solving Collaboration
Observation Self-direction
Make the Pride
Innovation
Reflection **smART** Diversity
Risk taking Resilience
Communication Creativity
Decision making Critical thinking
choice