

Graphic Communication Curriculum Map

	Autumn	Spring	Summer
Year 12	<p style="text-align: center;"><u>Foundation</u></p> <p style="text-align: center;">‘TYPOGRAPHY AND DESIGN’</p> <p style="text-align: center;">Diverse selection of Designers. A closer look at the ideas and stimulus behind successful design campaigns.</p>	<p style="text-align: center;"><u>Foundation</u></p> <p style="text-align: center;">‘BRANDING’</p> <p style="text-align: center;">Drawing, print making and mixed media (including digital manipulation)</p>	<p style="text-align: center;"><u>Component 1 (60%)</u></p> <p style="text-align: center;">Personal Investigation – Advertising & packaging (supporting the building of a strong brand)</p> <p style="text-align: center;">‘A MESSAGE’</p> <p style="text-align: center;">1000 - 3000 WORD WRITTEN ASSIGNMENT Diverse selection of Designers Link to own investigation, themes and ideas</p>
Year 13	<p style="text-align: center;"><u>Component 1 (60%)</u></p> <p style="text-align: center;">Personal Investigation continued– Advertising & packaging (supporting the building of a strong brand)</p> <p style="text-align: center;">‘A MESSAGE’</p> <p style="text-align: center;">1000 - 3000 WORD WRITTEN ASSIGNMENT Diverse selection of Designers Link to own investigation, themes and ideas</p>	<p style="text-align: center;"><u>Component 2 (40%)</u></p> <p style="text-align: center;">Start- 1st Feb Deadline- Start of May</p> <p style="text-align: center;">EXTERNALLY SET ASSIGNMENT</p> <p style="text-align: center;">EXAM 15 hours supervised time, Work produced is related to EXTERNALLY SET ASSIGNMENT.</p>	

KS5 Specification Information

A LEVEL AQA- GRAPHIC COMMUNICATION

Students should be introduced to a variety of experiences that explore a range of graphic communication media, processes and techniques. They should be made aware of both traditional and new media. Students should explore the use of drawing for different purposes, using a variety of methods and media on a variety of scales. Students may use sketchbooks/workbooks/journals to underpin their work where appropriate.

In Component 1, students develop work based on an idea, issue, concept or theme leading to a finished outcome or a series of related finished outcomes. Practical elements should make connections with some aspect of contemporary or past practice of artist(s), designer(s), photographers or craftspeople and include written work of no less than 1000 and no more than 3000 words which supports the practical work. 60% of A Level.

In Component 2, students respond to a stimulus, provided by AQA, to produce work which provides evidence of their ability to work independently within specified time constraints, developing a personal and meaningful response which addresses all the assessment objectives and leads to a finished outcome or a series of related finished outcomes. 40% of A Level.

Where will this Subject take me?

And jobs!

Jobs where you will need good artistic or technical skills. You will usually need to go to college to develop these.

Body Artist, Photographer, Ceramic Decorator, Ceramic Pottery Maker, Stage Set Designer Engraver, Florist, Glassblower. Illustrator. Jeweller, Make-Up Artist, Sign-writer, Model Maker, creative director, interior designer, concept artist, graphic designer, mac operator (editorial composition).

Jobs where a degree or professional qualification is usually needed. You will usually need to go to University or a Specialist College.

Architect, Art Therapist, Fine Artist, Arts Administrator / Manager Exhibition Designer, Graphic Designer, Interior Designer, Teacher, Lecturer, Museum Curator, Landscape Architect, Multimedia Designer