

# Graphic Design

## AQA Specification



### General information:

Why is one building so much more interesting than another? Why is Mario such an enduring computer game character? How do you distinguish one app from another on your phone or PC? Ever wondered why Roald Dahl books are instantly recognisable? If so, this could be the course for you. All of these products have been created by a professional working in the Graphics industry. This course is specifically designed for those of you wishing to follow in their footsteps.

### Course content:

During the first part of the course you will develop and refine your skills in Graphic Design. The course is designed to develop your ability as a young designer, questioning and reflecting on themes that will initially be set for you. The course will allow you to pursue and develop an idea creatively and confidently with the support of expert teaching staff.

Your initial project will be based on live briefs; this will start with a focus on branding and advertising techniques and ways to develop a personal response to the theme in a short intensive project that will give you a comprehensive understanding of the assessment objectives. You will also explore digital art, learn how to use Photoshop and Illustrator and also look at Photography and digital editing. You will then independently work in response to a theme from a selection of visual and written starting points. This will ensure you understand the expectations of the subject and prepare you for your A level.

### How is the course taught and assessed?

Component 1: The Portfolio (60%) which you will start at the end of Year 12. This will be supported by a written assignment to contextualize your investigation (1000-3000 words). The course concludes with Component 2: An Externally Set Assignment (40%), completed in February of Year 13.

You will be assessed on four Assessment Objectives (AOs) which are detailed overleaf.

Entry requirements:	Results information:	Top destinations for students:
In addition to the general entry requirements for BWS, students will need a Grade 6 in GCSE Art, Graphic Design or Photography.	Graphics is a new course being offered this year at BWS. Mrs Lawrence (HOD) has been teaching Graphic Design at her previous school for 9 years	Art Foundation Course. Degree in Fine Art, Graphic Design, Photography

### Beyond the curriculum:

Students are offered the opportunity to continue their art work in the art rooms outside of lessons when available. They are able to display their work around the school, be published in The Wordsworthian magazine and support younger students with their art work. Students work is also showcased on the schools Instagram page. Pupils frequently take part in external competitions and work on live briefs in and out of the school.

Students will also be given the opportunity to visit London Galleries and go on a residential trip to broaden their depth of experience - we have previously visited New York, Florence, Rome and Paris. These trips are a vital learning resource they inspire and inform ideas and responses, developing students understanding of their subject in a wider context.

## Further course information:

Student's work is assessed against four assessment objectives (AOs)

AO1: Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.

AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops

AO3: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress.

AO4: Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.