

WHAT DO WE STUDY IN GRAPHIC COMMUNICATION AT GCSE?



CALLIGRAMS



typography

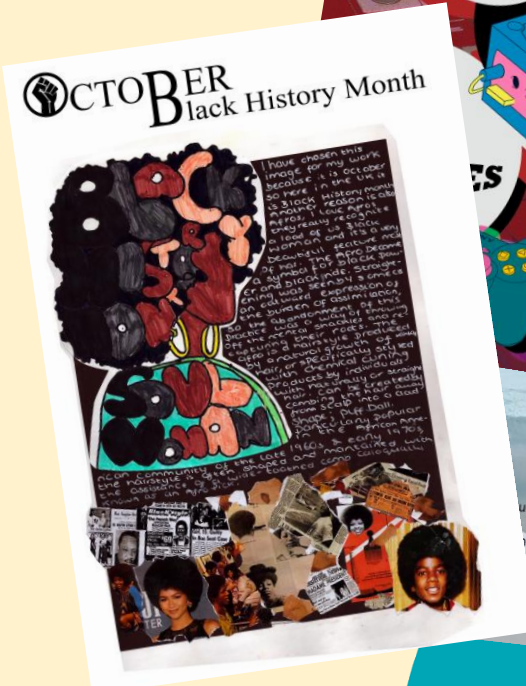
Typography
Calligrams



Logo Design



Packaging Design



Advertising/Poster
DESIGN



HOW IS GRAPHICS ASSESSED AT GCSE?

Coursework: 60% of your overall grade
Exam: 40% of your overall grade

Assessment Objectives (AO's) are set by AQA. They are the same for Art, Graphics and Photography.

AO1 – Investigate the work of other Artists, Designers and Craftspeople and develop ideas from this (25%)

AO2 – Explore ideas and materials (25%)

AO3 – Record ideas, observations and insights (25%)

AO4 – Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language (25%)

AO1

Assessment Objective 1

You can begin to develop your ideas once you have collected your source materials. You might have some general concepts about what you want to do, but your ideas will change and develop as you investigate your source material. You'll need to do more research and find new source materials as your work develops.

Annotations



AO1 is about developing ideas from a starting point to a final piece. This is done through A-mapping, sketches and studies related to the work of other artists, designers and craftspeople. You need to analyse and understand these contextual sources, and develop your ideas in a personal way.

Artist Research




AO2

Assessment Objective 2

Assessment Objective 2 is about refining your ideas through selecting and experimenting with appropriate resources, media, materials, techniques and processes. There are various ways of using these to develop ideas and create a personal response.

Experimenting with media




Cut, layer and experiment with photographs and papers.

Using artists inspiration

Experiments, practical samples and studies in different media demonstrate that you have developed and communicated your ideas through practical investigation. This will equip you with a working vocabulary of resources, practical knowledge and technical skills and enable you to make an informed choice when selecting materials and approaches for your theme.

AO3

Assessment Objective 3 is about recording your ideas, observations and insights, which can be in visual, written and other forms. You should work from a range of experiences and stimulus materials, as each of these could lead you to different ways of developing your ideas. You should reflect upon your work, and consider what you have achieved at each stage and what you will do next.



You need to demonstrate that you understand artists and designers work, and relate this to ideas that you record. This may be done using images, different media, sketches, diagram studies.

You should demonstrate connections between your own recordings and the work of other artists designers by carefully organising these observations in your sketchbook.

AO4

Assessment Objective 4 is about presenting a personal, informed and meaningful response, from your initial research through to the final piece. You need to demonstrate analytical and critical understanding as you respond to your theme. By practising your skills in using different media and processes you are able to develop the ways in which you convey your ideas and responses - your personal visual language.



You must show that you have understood the theme, and that you have an understanding of the way artists, designers or craftspeople work. You need to demonstrate this understanding in your research and development studies, as well as in your final piece.

WHAT TRANSFERABLE SKILLS CAN GRAPHICS OFFER?

Key transferable skills:

- Design development
- Photographic skills
- Presentation – Visual and verbal
- Timekeeping
- Problem solving
- Analytical skills
- Creativity
- Research skills
- Working to a deadline
- Planning and critical thinking



WHAT CAREERS CAN STUDENTS DO AFTER STUDYING GRAPHICS?

- For further information contact tceh@wren.excalibur.org.uk

Typical career paths - **GRAPHICS:**

- Graphic Designer
- Web design
- Freelance and/or Employed,
- Design and Marketing Manager
- Printmaker
- Illustrator
- Animator

