

# A Level Graphic Communication

Board: AQA

Qualification: Advanced GCE in Art and Design (Graphic Communication) – 7203



## What is the course about?

Students will produce practical and critical/contextual work in one or more areas including illustration, advertising, packaging design, design for print, communication graphics, computer graphics, multimedia, animation, web design, film, television and/or video.

Component 1: Personal investigation	Component 2: Externally set assignment
<b>What's assessed:</b> Personal investigation – 7203/C,	<b>What's assessed:</b> Response to an externally set assignment - 7203/X
<b>Assessed</b> <ul style="list-style-type: none"><li>• No time limit</li><li>• 96 marks</li><li>• 60% of A-level</li></ul>	<b>Assessed</b> <ul style="list-style-type: none"><li>• Preparatory period + 15 hours supervised time</li><li>• 96 marks</li><li>• 40% of A-level</li></ul>

## What will I study and what skills will I develop?

Students must show knowledge and understanding of:

- relevant materials, processes, technologies and resources
- how ideas, feelings and meanings can be conveyed and interpreted in images and artefacts created in the chosen area(s) of graphic communication
- historical and contemporary developments and different styles and genres
- how images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created
- continuity and change in different styles, genres and traditions relevant to graphic communication
- a working vocabulary and specialist terminology that is relevant to their chosen area(s) of graphic communication.



Candidates are required to work in **one or more** area(s) of Graphic Communication, such as those listed below. They may explore overlapping areas and combinations of areas.

- illustration
- packaging design
- advertising
- design for print
- communication and computer graphics
- multimedia, animation, web design, film, television and/or video

### How will I be assessed?

The assessment objectives are equally weighted within each component. The table shows the approximate weighting of each of the assessment objectives across all components.

Assessment objectives (AOs) Component weightings	Component weightings (approx %)		Overall weighting of AOs (approx %)
	Component 1	Component 2	
AO1	15	10	25
AO2	15	10	25
AO3	15	10	25
AO4	15	10	25
Overall weighting of components	60	40	100

### Why might the course be right for me?

Graphics is for anyone wishing to understand an exciting visual language! Expect to engage with complex design problems and to arrive at solutions that promote, publicise, inform, persuade and entertain.

One of the most important requirements of this course is a lively enquiring mind, a growing interest in graphic design, illustration, photo-manipulation, typography, animation, web design and photography to name but a few! You will also have the opportunity to learn from people with real industry experience.

### Where can I go onto next?

There are many jobs which involve art, design and creative skills and this course gives the learner the opportunity to develop a range of personal skills and attributes essential for successful performance in working life. It also gives you the opportunity to progress directly to BA Honours Degrees should you be successful in achieving A-Levels. Career opportunities include Graphic Design, Advertising, Illustration, Marketing, Architecture (with Maths), and Web Design.