



## **NCFE Graphics Communication**

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### **Why study NCFE Graphics Communication?**

The graphics focus is intended to develop students' designing and making skills through a number of practical activities using paper, card, board and other similar materials in a multimedia approach. Packaging, labelling and instructions will form part of the complete design proposal. Students are encouraged to supplement the making experience by creating advertising documentation and points of sale to create a product which can be evaluated against its commercial viability, for example:

- Typography
- Illustration
- Digital and/or non-digital photography
- Digital working methods – presenting work on line
- use media and materials, as appropriate to students' personal intentions, for example pencil, pen and ink, pen and wash, crayon, and other graphic media such as watercolour and acrylic paint
- Digital media such Adobe and Techsoft 2D Design
- CAD CAM (Computer Aided Designing – Computer Aided Manufacturing)
- Printmaking

### **What does the course involve?**

This course will extend students' understanding and knowledge when developing ideas, planning, producing products and evaluating them. During the two years of this course, students will undertake a number of projects designed to broaden their understanding and appreciation of line, shape, form, proportion, colour, movement and texture. Students will develop an understanding of the designed world and a critical awareness of aesthetics and ergonomics in designing for others. They will also develop their understanding of branding, marketing and how to approach a brief relating to the Graphics industry.

### **How will I be assessed?**

**Component 1:** Portfolio (out of 96 marks, 60% of overall grade)

Students should carefully select, organise and present their portfolio and must ensure that it provides evidence of meeting all assessment objectives. Work selected for the portfolio should be presented in an appropriate format and could include mounted studies, sketchbooks, visual diaries, journals, design sheets, design proposals, models, maquettes, prototypes, storyboards, video, photographic or digital presentations, records of transient and site-specific installations.

**Component 2:** Externally set assignment (out of 96 marks, 40% of overall grade)

This is a 10-hour practical exam and the students would have had the opportunity to collect their research prior to the day of the exam. The externally set assignment provides students with the opportunity to demonstrate, through an extended creative response, their ability to draw together different areas of knowledge, skills and/or understanding in response to their selected starting point.

### **What are my progression routes?**

Studying Graphics Communication demonstrates to employers and professionals in further/higher education that you have an ability to use a wide range of academic and practical skills to solve problems.

Careers in the creative industries are varied and students will discover opportunities as they continue their route through further education courses in: Graphic design, Illustration, Advertising, Packaging design, Computer graphics, Multimedia, Animation for video, web, gaming and the big screen, Web design, Film editing and sound engineering