



GCSE Graphic Communication

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Why study GCSE Graphic Communication?

The aim of the course is to offer students the opportunity to engage personally with Graphical art in ways that are meaningful and purposeful to them, building on knowledge, skills and understanding established in Key Stage 3.

What does the course involve?

Students create a coursework portfolio exploring a wide variety of techniques and processes that cover topics that may involve advertising, branding, packaging design, illustration, typography, and digital art. The areas of study will contribute to developing and strengthening their observational skills, their ability to research artists and their work, analysing and evaluating their own and others work. Coursework begins immediately; all Coursework is built around exam type scenarios that require a consistent structure of the portfolio. The coursework begins with a series of workshops introducing and developing students' skills within different materials and medias including CAD via Adobe Photoshop and Techsoft 2D design applications, drawing, printmaking, and photography. Students will then develop ideas based on the strongest and most successful areas from their workshop's studies. Throughout the portfolio, final designs, which may be two or three dimensional, will be produced in response to various starting points. Finally, a theme is set by the examination board. A period of approximately 8 weeks is allowed for preparatory studies before sitting a ten-hour timed assessment, under examination conditions.

Students assemble their research, analysis, development of ideas and all preparatory work onto A3 sketchbooks, larger format ideas and are taught in their workshop period how to present work. Themes and targets are initially set for whole class, though teaching progressively becomes one-to-one tuition, as students develop their individual creative personalities. A visit to a gallery or museum is usually built into the programme of study to allow students to see and engage with original artwork.

How will I be assessed?

Work is assessed on a continuous basis providing students with written and oral feedback throughout the course. Targets are set on an individual basis and at strategic points. Students are given an indication of their current working grade and what they need to do to achieve their targets. **The portfolio of coursework is weighted at 60% of final grade; externally set assignment accounts for the remaining 40%.**

The four assessment objectives are:

- Developing ideas through investigations and demonstrating critical understanding.
- Refining work by exploring ideas, selecting and experimenting with appropriate media, materials and processes.
- Recording ideas and observations, relevant to intentions as the work progresses.
- Presenting a personal response that realises intentions and demonstrates visual language.

What are my progression routes?

Art and Design is a very popular choice at A Level, and the GCSE course provides an excellent stepping stone on to further study all aspects of Art and Design. Art and Design can continue creative development into specialist subjects that can be pursued in Higher Education, such as, Illustration, Graphic Design, Spatial Design, Photography, Fine Art, 3d Games Art, Architectural Design, Product Design, Fashion and Textiles and Interior Design.

Additional Information

Students are required to contribute to the running costs of additional specialist processes and the on-going printing and paper usage for the creation of a portfolio.