



Overview

Through GCSE Graphic Communication students will design and generate products with creativity and originality, using a range of graphic and modelling materials.

By studying GCSE Graphic Communication for the next three years you will learn how:

- To use specialist practical skills
- To gain a higher understanding of the formal elements used within design
- To use variety and diversity in your thinking, and develop critical appraisal and analysis in your work
- To record ideas, make experiments, show analysis and produce outcomes
- To develop a subject specific vocabulary, and learn how to use graphical design terms
- To be able to discuss the work of designers, techniques and values of design
- To build upon your sketchbook skills and extend presentational techniques and recording work from your art/design lessons at KS3

A lot of the work will be computer based, so it may well appeal to students with aptitude in this area. Students with an interest in contemporary design and imaginative flair should do very well on this course.

Assessment

There are two aspects to your assessment, which both involve presentation of your practical work:

1. Coursework

This will be worth 60% of your overall result. You will complete two units of work, each consisting of preparatory studies, development work and a conclusion. A very important part of the coursework is the work produced in the sketchbooks and work journals. Students are expected to develop their own ideas on selected themes, using their sketchbooks to produce written work, rough sketches and final designs.

2. Examination

The examination will last for ten hours and consist of preparatory studies, development work and a conclusion. It is worth 40% of the marks. You will be given up to eight weeks to produce developmental work and preparatory studies. In the final examination you will produce a final painting or piece of work, using ICT or some other media.

Assessment Objective 1	Analytical and cultural understanding	Annotation of your drawings, written comments about the work of other artists or work you have done in the style of other artists.
Assessment Objective 2	Experimentation and development	Experimenting with a variety of materials, developing your work into designs for a final piece.
Assessment Objective 3	Recording ideas and observations	Initial notes and ideas about the theme, observational drawings and photographs.
Assessment Objective 4	Personal response	Your final piece based on the work you have done in your sketchbook.

Progression Pathways

After completing GCSE Graphic Communications students can continue their studies at A-level, and then at degree level or in a related field.

Careers

General skills you can develop during this course include skills in communication, information technology, improving own learning and performance, working with others and problem solving in order to aid designing, making and communicating development and/or outcome. These skills are highly desirable in a range of careers.