



Design & Technology

GCSE Art & Design (Graphic Communication)



Graphic Communication is defined here as the process of designing primarily visual material to convey information, ideas, meaning and emotions in response to a given or self-defined brief.

Areas of study

In Component 1 and Component 2 students are required to work in one or more area(s) of graphic communication, such as those listed below:

- communication graphics
- design for print
- advertising and branding
- illustration
- package design
- typography
- exhibition graphics.

They may explore overlapping areas and combinations of areas.

Component 1 - Portfolio

A sustained project developed in response to a subject, theme, task or brief evidencing the journey from initial engagement with an idea(s) to the realisation of intentions.

A selection of further work resulting from activities such as trials and experiments; skills-based workshops; mini and/or foundation projects; responses to gallery, museum or site visits; independent study and evidence of the student's specific role in any group work undertaken.

Work selected for the portfolio should be presented in an appropriate format and could include: sketchbooks, visual diaries, design sheets, prototypes and digital presentations.

Component 2: Externally set assignment

AQA will provide a separate externally set assignment for each title, each with seven different starting points. Students must select and respond to one starting point from their chosen title. The Preparation period will begin on or after 2 January 2019 is followed by 10 hours of supervised unaided work in which students are required to realise their intentions

Skills- Within the context of graphic communication, students must demonstrate the ability to work with:

- typography
- illustration
- hand rendered working methods
- digital working methods
- pencil, pen and ink, pen and wash, crayon, and other graphic media
- layout materials
- digital media