

INTRODUCTION

The critical element for a graphic designer is the effective communication of a message or idea through the organisation of images and words and in this subject students will learn how communication conveys information and ideas through visual means. This course has a strong emphasis on establishing a thorough understanding of the design principles and encourages all students to develop powers of observation, ideas, imagination, problem solving, knowledge of contextual studies and practical skills.

Due to the diverse nature of Graphic Communication, it will enhance the other creative subjects offered at the Lady Elizabeth School such as Photography and Art. In addition this subject would complement subjects in the Arts, Humanities and Sciences that focus on visual culture, society and contemporary ideas and issues.

At the Lady Elizabeth School we teach the two year Linear A level course in Graphic Communication as we have always believed that completing the two year course, and being assessed at the end, both enhances our students' chance of success and improves their understanding of the subject. Students who choose to study GCE A Level Graphic Communication from September 2022 will be entered for examination in May/June 2024. In addition to the Externally Set Assignment students will also be assessed and marked on their practical and written work for Component 1 (Personal Investigation and Personal Study).



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PHOTOSHOP



ILLUSTRATOR



INDESIGN

WHAT DO I NEED TO BE ABLE TO STUDY THIS SUBJECT AT A-LEVEL?

Students should have achieved at least 5 GCSE passes or equivalent, grade C/new grade 4 or 5, or above, including English Language and one or more pass in an associated subject area such as Art / Photography / ICT. No experience of Graphic Communication is required, but students must have a genuine interest in the Visual Arts. Drawing in the context of Graphic Communication forms an essential part of the development process from initial idea to finished product and students should have at least reasonable ability in this area.

All students will be interviewed by Head of Subject prior to confirmation of acceptance to the course and may be required to perform a practical task to evidence artistic and computer skills.

WHAT WILL I STUDY?

At the Lady Elizabeth School our approach is to develop design skills whilst encouraging visual freedom and experimentation. Students will explore a broad range of design areas including advertising, branding, packaging design, design for print, motion graphics, animation, web design, film, television and video using a variety of traditional and new media techniques. All of these fields rely heavily on graphic communication to express ideas and communicate powerful and persuasive messages or information visually.

We follow the Edexcel GCE A Level Syllabus for Graphic Communication and offer the following three disciplines:

- **Advertising**
- **Branding**
- **Information design**

Students will be required to work in one or more of the disciplines to communicate their ideas. By working across disciplines, they will extend their understanding of the scope of graphic communication; by focusing on one discipline, they will gain a deeper understanding of specific processes within graphic communication.

The course is structured to provide a “Foundation” type course that covers all areas of the syllabus for the first six months. During this time students explore the fundamental techniques and processes of traditional and digital Graphic Communication skills in each of the principle areas of design using a combination of image, typography and layout. Students will respond to a wide range of teacher-led assignments which are designed to familiarise them with the content and assessment objectives of the A Level Course.

These new skills will form a foundation for the development of practical work where students will draw upon previous learning experience and be challenged to find creative solutions to a series of design briefs that encourage them to make a personal response to an idea, concept or issue. This will enable them to make an informed decision about the field they wish to specialise in for their Personal portfolio and the associated theme of their Personal Study. From February 2022 the focus will be on the Externally Set Assignment in which students will be required to produce preparatory studies and final outcomes in response to the theme set by the Examination Board.

THE DISCIPLINES

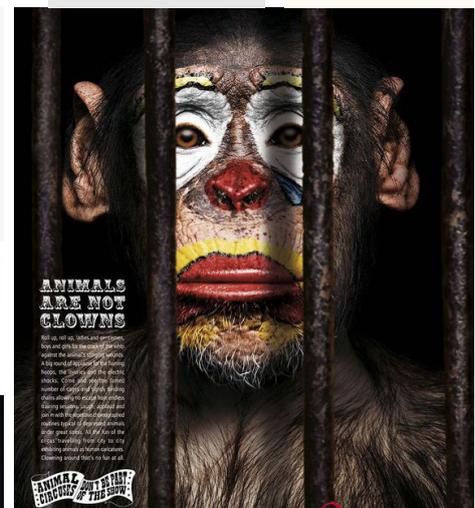
ADVERTISING

Students will develop integrated knowledge, skills and understanding of the following:

- how graphic communication is used to convey information, arouse interest, tell stories, create brand recognition, sell a product or service, promote brand loyalty
- the role of graphic communication within marketing strategies, promotional campaigns, corporate identity design, logo design
- design briefs, clients, audiences, web-based and digital advertising, use of social media
- the use of images and typography in advertising, such as photography, animation and video.



RED	Hot Passion Love Rebellious Powerful Sex Radical Excited Bold Devil			
ORANGE	Warm Fall Summer Retro Mellow Solar Friendly Rococo Cottage Inviting			
YELLOW	Solar Happy Cheerful Summer Fun Energetic Jubilant Young Sun Friendly			
GREEN	Environmental Money Natural Organic Profit Earthy Grow Dublin Trust Jealous			
BLUE	Liberal Cold Smart Progress Music Trust Freedom Royal Medicine Launch			
PURPLE	Royal Mystical Victorian Decadent Vanity Romantic Elegant Stylish Sensual Eclectic			
BROWN	Rustic Furniture Fall Earthy Cottage Library Warm Romantic Colonial Book			
MULTI				



WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP TURN THE TIDE ON PLASTIC POLLUTION AT WWW.SURFRIDER.ORG/RAP

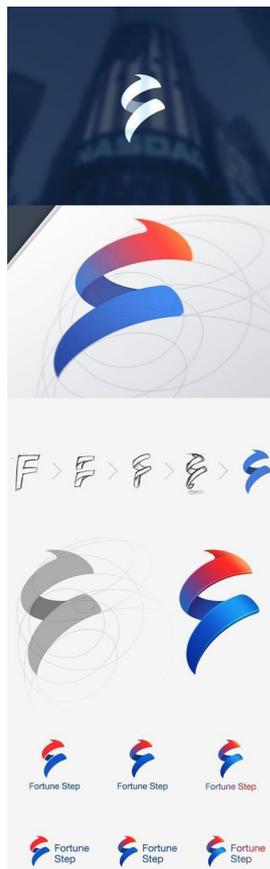
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BRANDING

Students will develop integrated knowledge, skills and understanding of the following:

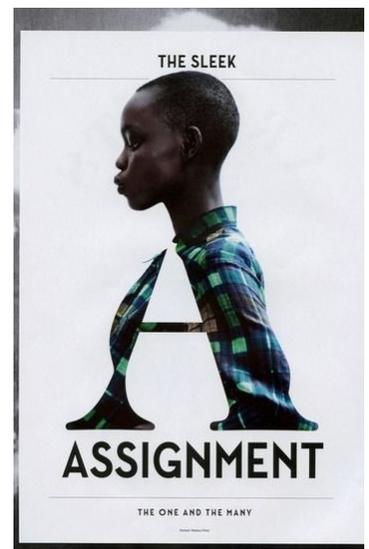
- how packaging is determined by its contents
- marketing briefs, clients and audiences, brand identity, brand loyalty
- making suitable production drawings, which may include computer-generated ideas and developments
- surface images, illustration decoration or pattern for packaging
- development and construction of three-dimensional prototypes, considering production materials, recyclable design, using sustainable or renewable materials
- planning and developing procedures for reproduction and manufacture
- specifying sustainable materials and production processes that are suitable for recycling and/or reuse
- the legal requirements for information that must be included on certain types of packaging, and for barcoding and tracking.



INFORMATION DESIGN

Students will develop integrated knowledge, skills and understanding of the following:

- letter forms, font types, serif and sans serif fonts, leading, paragraph indents, hanging indents, justification, alignment, headings, kerning and sub-headings
- typographical requirements for digital and print-based products, such as magazine design, newspaper design, web page design, leaflet and poster design
- the appropriate use of templates, page layout, style sheets, image manipulation, compression, workflow and file types
- 3D digital graphic techniques
- moving image/time-based digital graphic techniques, such as storyboarding, sound, animation, colour consistency
- the appropriate use and combination of words, visual 2D and 3D representations, time and desired user behaviours and responses
- interface design, such as the use of symbols and words to aid and enhance navigation, principles of control panel display, use of navigational structures and levels
- a variety of presentation formats for different audiences, such as web-based, projection, touch-screen, mobile phones, DVD, downloadable content.



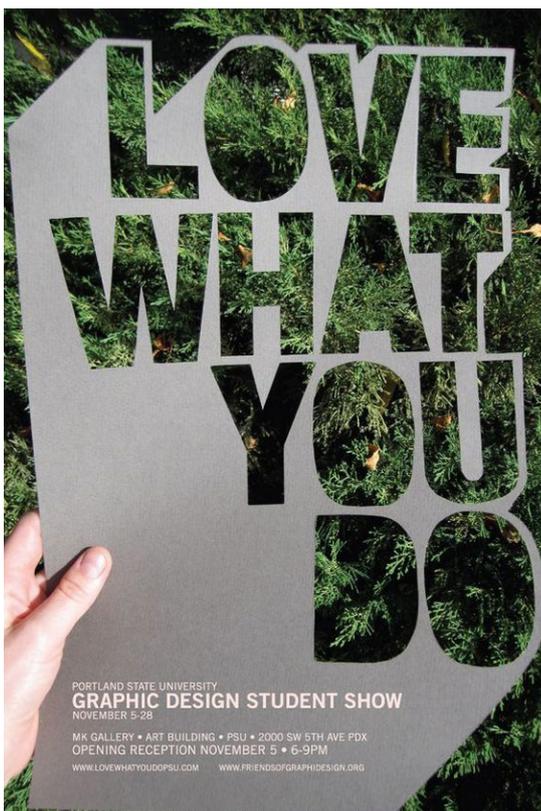
Those students with a particular interest in Illustration will be given instruction in the use of Adobe Illustrator and digital drawing techniques. They will learn how to incorporate their manual or digital illustrations using Adobe InDesign to enhance their chosen field of study for a variety of purposes, such as books, magazines, catalogues, web design and advertising etc.



IS THIS SUBJECT RIGHT FOR ME?

If you are a creative person and have an interest in the visual world this course could be for you. You should also know that there is considerable critical and analytical written work and research to be undertaken in addition to your creative design tasks. Through your experience in Graphic Communication you will also learn to use presentation and creative communication skills to enhance any other subjects you are studying and will become more confident and self-assured in your ability to express your own views.

If you are still uncertain please come and talk with us!



WHAT WILL I GAIN FROM STUDYING THIS SUBJECT?

Graphic Communication is an exciting medium that is used in many different ways to communicate a visual message through design. When you judge a book by its cover, choose a product because you have seen the ad, instantly recognise a company by its logo, (and everything it stands for), or go to an exhibition after seeing a poster then you are responding to visual messages – this is what graphic communication is all about. This course will teach you how to influence your audience through your own creative design ability and will broaden your outlook on a global world. It will also give you high level transferable skills such as decision making, critical thinking, visual presentation, independent thought, self-analysis and communication (visual, verbal and written) that can be applied in any areas of future studies or career you choose to pursue.

The aims and objectives of this A Level qualification are to enable students to develop:

- Intellectual, imaginative, creative and intuitive capabilities
- Investigative, analytical, experimental, practical, technical and expressive skills, aesthetic understanding and critical judgement
- Independence of mind in developing, refining and communicating their own ideas, their own intentions and their own personal outcomes
- An interest in, enthusiasm for and enjoyment of the medium of graphic design and visual communication and its effect on modern society
- An understanding of the interrelationships between art and design processes and an awareness of the contexts in which they operate
- Knowledge and experience of real-world contexts and, where appropriate, links to the creative industries
- Knowledge and understanding of design and media and technologies in contemporary and past societies and cultures
- An awareness of different roles, functions, audiences and consumers

HOW WILL I BE ASSESSED?

Students are required to complete a portfolio of practical work supported by research and critical and analytical annotations and to complete a written Personal Study. In February the Examination Board releases an Externally Set assignment with a specific theme which students are required to respond to through personal investigation, preparatory studies and a final 15 hour examination.

All work is internally assessed by the Teacher/Examiner and externally moderated by the Moderator from the Examination Board, Edexcel.

Assessment is divided between the two Components:

Component 1: Personal Investigation and Personal Study (60% of overall mark)

Component 2: Externally Set Assignment (40% of overall mark)

EDEXCEL GCE A LEVEL COURSE OUTLINE



COMPONENT 1

Title: Personal Investigation
60% of the total qualification

Overview of content

This component allows students opportunities to generate and develop ideas, research primary and contextual sources, record practical and written observations, experiment with media and processes, and refine ideas towards producing personal resolved outcome(s). Component 1 incorporates three major elements: supporting studies, practical work, and a personal study.

COMPONENT 2

Title: Externally Set Assignment
40% of the total qualification

Overview of content

This component allows students opportunities to generate and develop ideas, research primary and contextual sources, record practical and written observations, experiment with media and processes, and refine ideas towards producing personal resolved outcome(s) in response to an externally set theme.

Component 2 incorporates two major elements: preparatory studies and the 15-hour period of sustained focus.

In addition students will also keep a visual journal in Sketchbooks and/or Digital Portfolios to document their work.

ASSESSMENT OBJECTIVES

Both Components require students to address each of the Assessment Objectives.

AO1: Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.

AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops.

AO3: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress.

AO4: Present a personal and meaningful response that realises intentions and, where appropriate, make connections between visual and other elements

WHAT CAN I DO AFTER I'VE COMPLETED THE COURSE?

The visual communication, presentation and written skills gained in this course bring another dimension to student studies that both universities and employers value highly and are an essential part of life. An A Level qualification in Graphic Communication opens the doors to a wide variety of further education and career choices. Students may progress onto a broad range of Art Degrees at University either as a single subject degree in Graphic Design or as part of a wider degree such as Advertising, Media, Marketing, Editorial Design, Events Management etc. Others may combine other subjects and focus on Photography, Film Production, Animation and Web Design.

Some students combine their experience in Graphic Design with a variety of other subject degrees in the Humanities and Sciences. Those who decide not to pursue further education find that the creative and visual presentation skills learned in Graphic Communication are highly valued by future employers and add another important element to their personal profile. The choice is limitless!

FACILITIES

With the opening of the new Secondary School in Cumbre del Sol we are delighted to have a dedicated Visual Arts wing and ICT suite. All students will have access to high specification computers fully installed with the Adobe Creative Cloud Suite and will be instructed in the use of Illustrator, Photoshop, and InDesign etc. Graphic Communication students will also be able to use the DSLR cameras and other appropriate equipment in the Photography Department to enhance their presentations.

NEXT STEPS

Miss Ash, Head of Photography & Graphic Communication, is happy to meet with students and their parents to provide a deeper insight into the content of the course and the value it has across a wide spectrum of career and further study opportunities. We believe that this dialogue is very important and will enable students to decide if this course is right for them.

CONTACT

If you would like more information or would like to arrange an appointment please contact Miss Stefi Ash, Head of Photography & Graphic Communication, by email to: s.ash@laudeladyelizabeth.com