

## A level Graphic Communications

In A-Level Graphic Communication, learners will explore how ideas and messages are communicated through image, typography, and branding. You will develop your visual literacy and understanding of meaningful design. Students will learn drawing and designing skills, as well as digital skills in industry standard software, such as Adobe Photoshop, Illustrator, and InDesign.

The A-Level Art and Design course is designed to measure students' ability to develop ideas through sustained investigations, explore and select appropriate resources, and present a personal and meaningful response. Students are required to complete two assessment components. The Personal Investigation (60%) is coursework comprising a practical portfolio and a contextual essay. The Externally Set Assignment (40%) is a controlled, timed examination supported by preparatory work.

Assessment criteria focus on developing ideas through sustained investigation, exploring and selecting appropriate resources, recording ideas, observations, and insights, and presenting a personal, informed, and meaningful response."

Progression routes for this course include degrees in related subjects, such as illustration, animation, and graphic design. or careers in Advertising, Marketing, Production Designer, Graphic Designer, Web Designer, Game Designer, Illustrator, Concept Designer.

### Graphic Communication Summer Task:

This summer task will help you prepare for the A-Level Graphic Communication course by getting you to explore typography and design. You will use your own name to create a logo, tag, or design for yourself!

#### Task One: Typography Spotting

Photograph or collect 5 different examples of type:

Handwritten, Digital, Bold, Messy, Minimal

Label each with one word: loud, calm, aggressive, playful, serious, etc.

#### Task Two:

Choose one of the examples above. Try to replicate your own name in the same style of type. You can embed drawings, logos, and shapes to make yourself a typography logo using the typeface. You can do this with any materials, but you might prefer to use pencil, fine liner, or marker.