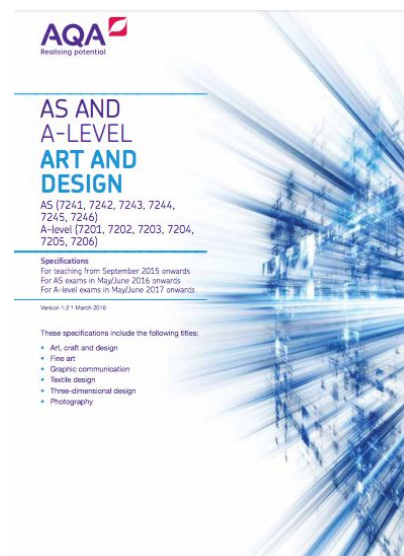


## Graphic Communication

You will gain knowledge and understanding of:

- relevant materials, processes, technologies and resources
- how ideas, feelings and meanings can be conveyed and interpreted in images and artefacts created in the chosen area(s) of Graphic communication
- historical and contemporary developments and different styles and genres
- how images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created
- continuity and change in different styles, genres and traditions relevant to Graphic communication
- a working vocabulary and specialist terminology that is relevant to their chosen area(s) of Graphic communication.



You will be working in **one or more** area(s) of Graphic communication, such as those listed below. You may explore overlapping areas and combinations of areas:

interactive media (including web, app and game design)  
 Advertising  
 packaging design  
 design for print  
 Illustration

communication graphics  
 branding  
 multimedia  
 motion graphics  
 design for film and television

**Exam Board:** AQA

**Entry Requirements:** 5+ in an Art and Design Subject including: Fine Art, Graphics, Photography, Textiles, 3D Design, and Art, Craft and Design or a Distinction in Creative iMedia

**Assessment:**

Component	Description	Weighting
<b>Component 1:</b> Personal Investigation	Students develop a project based on an idea, issue, concept or theme leading to a finished outcome or a series of related finished outcomes. <ul style="list-style-type: none"> <li>• Includes a 2000-3000 word essay to accompany the project.</li> </ul>	60%
<b>Component 2:</b> Externally Set Assignment	Students respond to a stimulus, provided by AQA, to produce work which provides evidence of their ability to work independently within specified time constraints, developing a personal and meaningful response which addresses all the assessment objectives and leads to a finished outcome or a series of related finished outcomes. <ul style="list-style-type: none"> <li>• Final outcomes are produced during a 15 hour period over three days in exam conditions.</li> </ul>	40%

**Link to specification:**

<https://www.aqa.org.uk/subjects/art-and-design/as-and-a-level/art-and-design>

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