



ART & DESIGN: GRAPHIC COMMUNICATION

A-LEVEL

Examination Board: OCR

This specification gives candidates a rounded exposure to different aspects of Graphic Design. The course is designed to enable you to develop confidence in a range of design approaches and an understanding of the visual language through the development of critical and conceptual thinking in the context of Graphic design. The course aims to be accessible to students who have studied Art and/or Graphics at GCSE.

What does the course involve?

The course begins with a series of projects where you will develop skills and understanding associated with a wide range of approaches which may include: Typography, Illustration, Advertising, and Packaging. These projects give you a structure which you build upon to create your own portfolio of finished design outcomes. You will be required to respond to your own and work of others in the form of annotation using subject specific vocabulary. Successful candidates will reveal their understanding and imagination through skilfully executed and well organised folder work.

How is the course assessed?

Coursework units are internally set, assessed and externally moderated. Examined units are externally set through an early release exam paper, internally marked and externally moderated. There are 4 assessment objective set out below:

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, makes connections between visual and other elements

AS Level - (first year of course: most, if not all, students will not sit the AS exam)

AS Controlled Assignment 100% of total	<ul style="list-style-type: none">• Candidates select one starting point from an early release (January) question paper.• Candidates must be given a minimum of 3 weeks in which to plan and prepare.• Candidates are then given 10 hours of controlled time to work on developing their idea into a realisation/outcome.
A Level Personal Investigation 60% of total	<ul style="list-style-type: none">• Candidates submit one major project which has a personal response to a theme or brief devised by them.• A related personal study in continuous prose that must be at least 1000 words.
Controlled Assignment 40% of total	<ul style="list-style-type: none">• Candidates select one starting point from an early release question paper (February).• Candidates must be given a minimum of 3 weeks in which to plan and prepare.• In 15 hours of controlled time, candidates work to plan and then realise ideas into a final outcome.

Possible careers:

The course is suitable for students wishing to pursue careers in a broad range of areas in Art and Design and cultural industries, for example: Graphic design, illustration, packaging design and Teaching.