

GRAPHIC COMMUNICATION: Year 11 Course Outline



CONTENT

Students will be introduced to a variety of experiences exploring a range of graphic media, techniques and processes, including both traditional and new technologies. They should explore relevant images, artefacts and resources relating to a range of Graphic Communication from the past and recent times, responses to these examples must be shown through practical and critical activities which demonstrate the students' understanding of different styles, genres and traditions. Students should be aware of the importance of the process as well as the product. Students should explore drawing for different purposes and needs. Students may use sketchbooks/workbooks/ journals to support their work where appropriate.

Areas of Study

Students are required to work in one or more area(s) of Graphic Communication such as those listed below. They may explore overlapping areas and combinations of areas:

- Illustration
- Advertising
- Packaging design
- Communication graphics
- Design for print
- Animation
- Digital media
- Web Design, Television, Multimedia
- Lens-based and light-based media: film, animation, video and photography
- New media practices such as computer generated imagery

Students will be expected to demonstrate practical skills in the context of specific chosen areas of study or any combined areas of study.

Skills and Techniques

Students will be expected to demonstrate skills and techniques in the context of their chosen area(s) within Graphic Communication:

- Showing an awareness of meaning, function, style and scale in relation to their chosen area(s) of Graphic Communication.
- Making an appropriate use of colour, line, tone, shape and form in their work.
- Interpreting a brief and working within its constraints, and/or responding to an idea, concept or issue
- Displaying an appreciation of appropriate uses of typography (including hand lettering, calligraphy and graffiti), signs and symbols
- Showing an awareness of a variety of materials, techniques and genres within their chosen area(s) of Graphic Communication
- Being aware of the intended audience or purpose of their chosen area(s) of Graphic Communication
- Providing evidence of the use of safe working practices.

Knowledge and Understanding

Students will be expected to show knowledge and understanding of:

- How ideas, feelings and meanings are conveyed and interpreted in images, artefacts and products in their chosen area(s) of study within Graphic Communication
- A range of art, craft and design processes including two and/or three-dimensions and traditional and new media and technologies
- How images, artefacts and products relate to social, historical, vocational and cultural contexts
- A variety of approaches, methods and intentions of contemporary and historical artists, craftspeople and designers from different cultures and their contribution to continuity and change in society in their chosen area(s) of study within Graphic Communication
- A working vocabulary and knowledge of specialist terms relevant to their chosen area(s) of study within Graphic Communication.

The course consists of a portfolio of work and a final 2 day (10 hour) practical exam. Detailed below,

Unit 1 – Portfolio of Work

Students may submit in their portfolio

- More than one extended collection of work, or project.
- Explicit evidence of the relationship between process and outcome presented in such forms as sketchbooks, visual diaries, design sheets, design proposals, preparatory studies, annotated sheets and experimentation with materials, working methods and techniques.
- Models, maquettes, prototypes, sculptures, ceramic forms and photographic records of such outcomes as transient constructions, and site specific installations.
- Examples of video, film, animations, CD ROMs and PowerPoint presentations.
- Critical and contextual work that could include visual and annotated journals, reviews, reflections and evaluations, documentation of a visit to a museum/gallery or experience of working with an artist in residence or in other work-related contexts.
- Evidence of any collaborative work and their specific role in this activity.

Unit 2 – Externally Set Task

- Students are expected to develop their own work informed by their preparatory studies.
- There is unlimited preparation time followed by a ten hour period of sustained focused study in which candidates are expected to develop their own unaided work informed by their preparatory studies.
- Students will produce a personal outcome in response to their chosen starting point. The period of focused study should take place under exam conditions.