

How will I be assessed? ⚫ 100% coursework

This is an entirely coursework assessed AS and A level subject. There are no written exams instead you are required to demonstrate your knowledge, understanding, and capabilities through you practical and design work.

At the end of your first year you will be submitting a design book, a range of A3 design sheets, and a series of design solutions based around graphics.

In your first year your design book will contain evidence of the techniques we have taught you through the set exercises and short projects; evidence of your own extended project (to include research, analysis, designing, and making); preliminary design work for the exam board-set project; and final design prototypes.

In your second year this pattern is repeated, but with more emphasis on your own projects. You will also submit a personal study on the work of a designer or design movement.

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| **COMPONENT** | | **Method** | **%AS** |
| **1** | Coursework | Coursework set by teacher  Portfolio of techniques, and projects | **60** |
| **2** | **Externally Set Assignment** | Externally set Component  Own choice | **40** |
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| **COMPONENT** | | **Method** | **%A2** |
| **1** | **Coursework** | Coursework Component  Own Projects, Personal Study | **60** |
| **2** | **Externally Set Assignment** | External set Component  Own project choice | **40** |

For both your coursework and the exam project you will be assessed on your ability to record your research and ideas; analyse and evaluate; develop ideas; realise your designs.

[](http://www.wallcoo.net/cartoon/design_08_1600/html/wallpaper44.html)

**GRAPHIC DESIGN**

AS/A Level

AQA

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You will be involved in designing, creating, and solving graphical problems in order to meet the needs of commercial briefs. You will explore how messages can be successfully communicated through the organisation of images and words, as well as three-dimensional design.

If you like the idea of designing using both freehand drawing as well as computer-generated techniques, if you want to create working with paper, card, foam and plastics, and, have an interest in designing packaging, corporate identities, point of sale displays, logo’s, typography, and multi-media design then opt for this graphics course.

In your first year, for AS level you will develop your designing, sketching, CAD (Corel and Photoshop), and making capabilities through a series of short projects and activities culminating in your own project. You will specifically work in the areas of packaging design, use of typography, symbolism, and image manipulation. You will also undertake an exam board set graphic project at the end of the year.

In your first term you will rotate every two weeks through a variety of short projects, each developing your skills and techniques in the following areas

 sketching/drawing  CAD software  illustration

 designing  mixed media manipulation  research

In your second term you will move on to your own extended project work. Finally in your third term you will be working on your own response to an exam set theme.

In your second year, you will extend and develop further your technical understanding of printing techniques, manufacturing processes, typography, illustration, and multimedia. Your capabilities to generate ideas through drawing and CAD will be further extended. You will need to undertake a personal study of a graphic designer or graphic design movement as well as complete a series of short projects together with an extended project of your own choosing. In your final period, you will also complete a project set by the exam board in response to their theme.

If you enjoy branding, packaging, illustration, and working in mixed media then this is the course for you.

What sort of work will I be doing?

Your week is divided into different

sessions, initially, each designed to help improve your drawing, digital, and

designing techniques. As the term progresses some of the time is still

devoted to purely techniques extending

your abilities to record your ideas as well

as making; and some of the time is devoted to understanding technological issues (material properties, printing processes, and graphic design movements) but gradually more and more time is given over to your project work.

You will initially be designing based on four themes: typography, branding, packaging, and illustration. You will then be free to choose your own project area and specialism.

A key difference you will notice from school is our departmental tutorial system. You will receive regular one-to-one sessions with your lead teacher to help discuss your progress and to plan your project work.

What are the facilities?

A design studio with CAD/CAM facilities (including laser), an A1 printer, as well as a well-equipped studio. We use Corel, Photoshop, and proDESKTOP software in our teaching areas.

We operate an Open Access policy – which means you can use the facilities any time you do not have a lesson as well.

There is a small yearly charge (currently £25) levied on this course to pay for all necessary materials to successfully complete the course.

What is the course about? TYPOGRAPHY PACKAGING ILLUSTRATION MULTI MEDIA

What are the entry requirements?

Standard college entry requirements.

Most of you will have done a GCSE Design Technology or an Art option but lots have not. It is not necessary because the ‘A’ level is so different from GCSE, we teach all students as if you are all starting from scratch.

This subject combines well with the Arts (Art and Design, Textiles, Photography, and

Media Studies) .

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What are the progression routes for this qualification?

This course is highly regarded by the universities as an excellent foundation for degree study in any design field. However it is particularly useful to those of you considering advertising, animation , art foundation, graphics, illustration, multimedia and digital design.

With either the AS or A Level you can simply use it as an entry subject for any university course.