Graphic Communications

A-LEVEL

EXAM BOARD   AQA code:7203

COURSE CONTENT

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:

- 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

There is synoptic assessment in both components of the A-level that provide stretch and challenge opportunities for students as follows:

Component 1:

Students develop work based on an idea, issue, concept or theme leading to a finished outcome or a series of related finished outcomes. Practical elements should make connections with some aspect of contemporary or past practice of artist(s), designer(s), photographers or craftspeople and include written work of no less than 1000 and no more than 3000 words which supports the practical work.
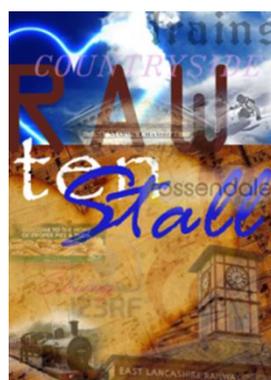
Component 2

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.

ASSESSMENT

Assessment objectives (AOs)	Component weightings (approx %)		Overall weighting of AOs (approx %)
	Component 1	Component 2	
AO1	15	10	25
AO2	15	10	25
AO3	15	10	25
AO4	15	10	25
Overall weighting of components	60	40	100

CAREER OPPORTUNITIES

With the rise of digital media, there are so many career options available to students who study Graphic Communications. For example, an Imagineer, described often as one of the best jobs in the world. An Imagineer basically designs attractions and experiences for the Walt Disney Parks around the world.

Some other careers include: Branding designer, Advertising designer, Package design, Editorial design, Layout artist, Information graphics design, Front end web designer, Mobile designer, Motion design, Visual design, Creative director, Typographer, Exhibition designer, Print designer, Textile Designer, T-shirts designer, Poster Designer, Multimedia designer, Film title designer, Designer for a public relations firm, Photography and Broadcast designer.