Art & Design
Graphic Communication

What Will You Do?
Students will develop skills in one or more area(s) of graphic communication, such as those listed below:

- communication graphics
- design for print
- advertising and branding
- illustration
- package design
- typography
- interactive design (including web, app and game)
- multi-media
- motion graphics
- signage
- exhibition graphics

Assessment Details
Coursework 60% of the marks
Exam 40% of the marks
Candidates will respond to one starting point in their chosen option. Starting points will be set by AQA. There will be a preparatory period, followed by 10 hours of supervised time (usually split over 2 days). Candidates will be expected to develop their own work to resolve their investigations, producing a final piece or pieces based upon preparatory studies and research.

Possible Career Options
- Graphic Designer
- Advertising and Marketing
- Web Designer
- Architecture
- Architectural Technician
- Video Game Design
- Product Design

Further Education
- Paper Engineering
- Layout designer for magazines and newspapers
- Logo Designer Brand Identity Designer

Level 3 Applied General Certificate in Art & Design or A Level Design and Technology.

Degree Level:
- Graphic Design
- Product Design
- Advertising Marketing

Is this course for you?
Are you creative and imaginative?
Do you enjoy problem solving?
Do you want to develop your graphic skills?