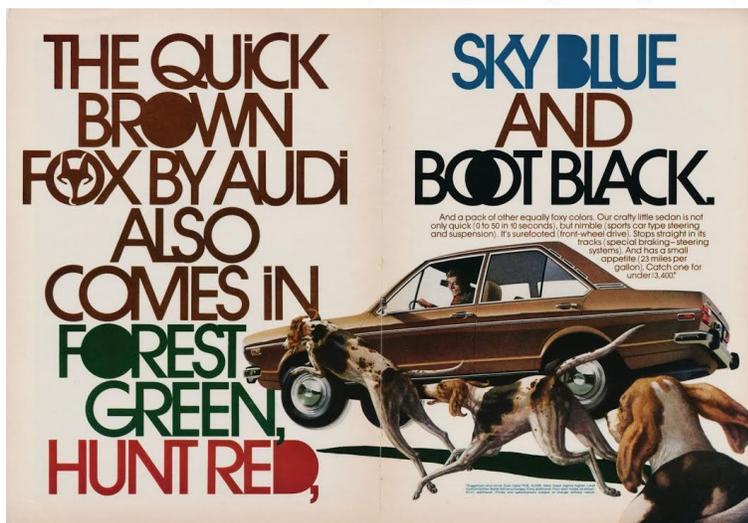
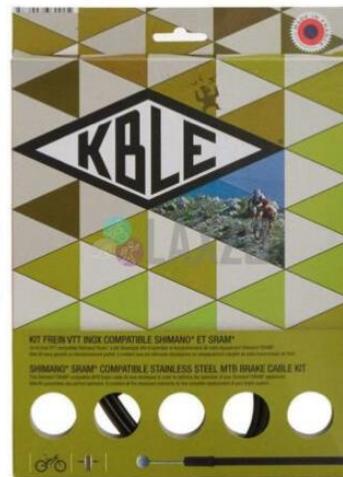


Graphic Communication at Guildford County School A level Handbook



2020 - 2021

Introduction

Welcome to the A level Graphic Communication course. Over the next two years you will have the opportunity to develop your artistic skills using a wide range of media and techniques.

You will need to be self-motivated and have an open mind. This will allow your work to develop in exciting and inspirational ways.

You may well develop completely new ways of working and you will get credit for this.

Graphic communication is a wonderfully exciting, rewarding and enriching subject and Mr Foat is committed to helping you realise your potential and enjoy your Graphics education, but it is you and your ideas that will really make the course a success and we are really looking forward to seeing what you can achieve. We really hope that you enjoy the course.

A level Graphic Communication Transition work over the summer

*Welcome to Graphic Communication A level. This work will give you an opportunity to gain a deeper understanding of the role design plays in society and how it has developed. You will research a variety of designers in some depth, get to know and understand where they found inspiration and how it influenced their work. You will then create work of your own in response to your research. **Ensure that you watch the documentaries and read the articles and listen to the podcasts before starting the written and practical work.***

Reading list (books / academic articles / journals etc)

<http://www.eyemagazine.com/feature/article/read-me-literacy-in-graphic-design>

Literacy and design

<https://99designs.co.uk/blog/design-history-movements/history-graphic-design/>

A brief history of graphic design

<https://www.route1print.co.uk/design-hub/design-inspiration/20-famous-graphic-designers-who-changed-the-world>

Some designers that have influenced/changed the world

<http://guity-novin.blogspot.com/2010/05/chapter-29-propaganda-posters.html>

Graphic design in propaganda

Documentaries

<https://www.ohyouprettythings.com/>

There are a few short films here about all aspects of design and creativity and there is always a free movie of the week

https://www.youtube.com/watch?v=q_k8fVNzbGU

Also available on netflix

<https://www.youtube.com/watch?v=LCfBYE97rFk&t=526s>

Also available on netflix

Podcasts

<https://www.creativeboom.com/podcast/craig-oldham/>

<https://www.creativeboom.com/podcast/lisa-congdon/>

Written work required

Write a short piece 200 words maximum stating what interests you about Graphic design and how you would like to use it. What in particular would you like to explore such as typography, illustration, block printing, editorial design, web design, User interface design, branding, packaging and mixed media.

Practical sketchbook work required

You will need an A4 or A3 sketch book for these tasks

Create 1 page devoted to a typography designer, then print out 10 pieces of their work and put them thoughtfully onto this page.

Create 1 page devoted to an illustrator or graphic designer, then print out 10 pieces of their work and put them thoughtfully onto this page.

Create 2 pages of hand drawn typography start with;

- Your own handwriting, using pencil then pen, write an alphabet and then your name
- Geometric letterforms using just geometric shapes draw the words **geometric letterforms**

Create 1 more page of hand drawn typography in a style of your choice.

Create 1 page of work that is inspired by one of the designers that you have discovered during this research process, you can use any medium to do this from pen, pencil, paint, digital or collage.

How can you get the most out of the course?

You should possess a genuine interest in the subject and be self motivated and willing to experiment with a wide variety materials and techniques and computer software. The course provides an exciting opportunity to further develop creative ability. You will continue to develop your understanding of aesthetics, form, composition, materials and the need to be able to solve problems creatively. This Advanced GCE course requires development of the skills already attained at GCSE level whether it is Design technology, Art, photography or Media studies and this course can be adapted to suit your interests and skill set

How will you benefit from the course?

The skills learnt through the course will equip you for future creative careers such as Graphic designer, Animator, Web designer, photographer, Illustrator, Packaging designer, Brand/logo designer to name but a few, but it also provides a sound background for other less obvious careers where the ability to think differently and creatively gives an individual the edge on the competition. Self expression is actively encouraged through the artwork, the written word and discussion. These are valuable tools for all aspects of future life.

How is it assessed?

First year

Portfolio No time limit

Production of large body of work that contributes and develops towards the second year of the course.

Your Portfolio gives you a choice of starting points which are very open ended. You are required to research images using your own photography, internet, and books and draw from life. Practical work is presented in a sketchbook which shows the clear development of a final piece which could be an animation web design, book, magazine, packaging, brand or logo applications sculpture, or any other creative idea that fits within Graphic Communication. Designer and artist links will also be used for inspiration. The aim of the project is to meet the 4 Assessment Objectives used in marking the work – these cover drawing, use of media and idea development and use of art history sources, as well as producing a final outcome. Annotation should be included in your sketchbook. You will be encouraged to develop your own ideas with the help and guidance of your teacher.

Your Portfolio will be assessed regularly, and progressive feedback provided for you to respond to enabling development and attainment.

Second year

Component 1: Personal Investigation

No time limit
96 marks
60% of A-level

You will undertake a practical investigation into an idea, theme, issue or concept. This practical work will be supported by written material of 2-3000 words. The focus of the investigation will be identified independently by you and will lead to a finished outcome or outcomes (a final piece of work). The investigation will demonstrate your ability to develop a cohesive body of work that evidences your practical skill. A wide range of techniques will be explored using an appropriate range of materials. The work produced must flow in sequence and link all research together culminating in the development of unique, personal responses that showcase your ability to analyse, explore, record and present (make). Further information about these assessment objectives is shown in the table below.

Component 2: Externally set assignment

Preparatory period +15 hours supervised time
96 marks
40% of A-level

You will be provided with an externally set question paper. The question paper consists of a choice of eight questions to be used as starting points. You will be required to choose one of these questions as the focus for your investigations. The question papers will be provided on 1st February or as soon as possible after this date. Following the preparatory period you will undertake 15 hours of unaided supervised time in which they will develop an outcome or a series of outcomes.

Assessment objectives

You will be awarded marks for each of the 4 Assessment objectives detailed below (please note that these are just the three top boxes of the AOs)

	Assessment objective 1	Assessment objective 2	Assessment objective 3	Assessment objective 4
Marks	Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding	Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops	Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress	Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements
24 Convincingly	An exceptional ability to develop ideas through sustained investigations informed by contextual and other sources.	An exceptional ability to explore and select appropriate resources, media, material, techniques and processes.	An exceptional ability to record ideas, observations and insights relevant to intentions.	An exceptional ability to present a personal and meaningful response.
23 Clearly	Demonstrates exceptional analytical and critical understanding.	Reviews and refines ideas in a confident and purposeful manner as work develops.	Demonstrates an exceptional ability to reflect critically on work and progress.	Demonstrates an exceptional ability to successfully realise intentions and, where appropriate, makes connections between visual, written and other elements.
22 Adequately	Demonstrates fluent use of appropriate specialist vocabulary.			Exceptionally clear, coherent and accurate use of language.
21 Just				
20 Convincingly	A confident and highly developed ability to develop ideas through sustained investigations, informed by contextual and other sources.	A confident and highly developed ability to explore and select appropriate resources, media, materials, techniques and processes.	A confident and highly developed ability to record ideas, observations and insights relevant to intentions.	A confident and highly developed ability to present a personal and meaningful response.
19 Clearly	Demonstrates confident and highly developed analytical and critical understanding.	Reviews and refines ideas in a confident manner as work develops.	Demonstrates a confident and highly developed ability to reflect critically on work and progress.	Demonstrates a highly developed ability to successfully realise intentions and, where appropriate, makes connections between visual, written and other elements.
18 Adequately	Demonstrates assured use of appropriate specialist vocabulary.			Clear, coherent and accurate use of language.
17 Just				
16 Convincingly	A consistent ability to develop ideas through sustained investigations, informed by contextual and other sources.	A consistent ability to explore and select appropriate resources, media, materials, techniques and processes.	A consistent ability to record ideas, observations and insights relevant to intentions.	A consistent ability to present a personal and meaningful response.
15 Clearly	Demonstrates consistent analytical and critical understanding.	Reviews and refines ideas with increasing confidence as work develops.	Demonstrates a consistent ability to reflect critically on work and progress.	Demonstrates a consistent ability to successfully realise intentions and, where appropriate, makes connections between visual, written and other elements.
14 Adequately				Generally clear, coherent and accurate use of language.
13 Just	Demonstrates consistent use of appropriate specialist vocabulary.			

Exemplar work

The youtube link here is an A* grade example from a few years ago so now would be an A grade due to progression of grade boundaries and examination rigour.

<https://www.youtube.com/watch?v=IXcVmK4s2hw>



Independent work 1st Term to be completed every two weeks (not homework)
This work will boost your understanding of and skills in this subject

Week 1. <https://bezier.method.ac/> complete this vector game to improve your vector drawing skills

Week 3. Watch this brief history of Graphic design <https://www.youtube.com/watch?v=f-AbeV15Kpk&t=75s> make a list of 10 designers that stood out to you and why they did whilst watching
For example *Helmet Krone for his clever use of white space in advert and editorial design*

Week 5. Self-made Photography portfolio begin building a bank of your own photographs starting with found typography and lettering, make an A3 research bank Powerpoint with 5 images per page and share it with Mr Foat

Week 7. Independent magazine research, collect either physical examples or found images from the internet or photographs from physical examples <https://www.creativeboom.com/features/20-independent-magazines-that-every-creative-should-have-on-their-coffee-table/>

Week 9. Drawing tutorial <https://www.youtube.com/watch?v=SjaMzWaABYw&t=6s>

Week 11. Zines/fanzines find out what they are and gather 10 images of the ones you like best add the images into your A3 research bank Powerpoint

Developing a portfolio for interview

If you decide to progress onto a related course at college or university, you will be required to present a portfolio at interview. We will discuss this with you at the time, but here are a few helpful tips. Use this checklist to help you choose work to put into the portfolio. Different courses look for different things, so it is important that you think about what skills they will want to see evidence of.

Include the following:

- Examples of observational drawing in a range of different media whether by hand photographically or digitally produced.
- Examples of your imaginative work demonstrating your expressive use of media.
- Photographs of 3D work and 2D work that is too big to transport – make sure that the photos are high quality and show the work off at its best.
- Video of animations and illustrations or physical products in use.
- Developmental work – sketch ideas etc...You might decide to photograph exciting pages of your sketchbook.
- Examples of your analytical work – work that has been annotated.

Avoid the following

Work that highlights your weaknesses

Do the following

Ask Mr Foat to check through your portfolio before you go to interview.

Department Expectations

Please ensure that you read the following information and share it with your parents / guardians.

Expectations

By opting to do the A Level Graphic Communication course you are making a commitment. We are committed to providing you with the best possible opportunities to develop your artistic ability. In return our expectation is that you will do your best at all times and work effectively to reach your potential. As an A Level student you will experience greater freedom than in the past, but there are a number of ground rules that must be kept in mind:

Deadlines

Internal deadlines for coursework and exam work must be met. Deadlines will be clearly communicated to you by your teacher. Pressure of work from other subject areas should not be used as an excuse for missed deadlines or underdeveloped work. You will be provided with clear guidance throughout the course to ensure that your work is progressing at the correct pace.

Respect for artwork, art work spaces and equipment

The expectation is that you will tidy up effectively at the end of each art session. This includes putting away of work, cleaning of equipment, returning equipment to the correct storage space and wiping down of surfaces. You will be provided with a drawer to store your work in. Work that is needlessly left out might get lost or damaged.

Homework

You will be set homework every week and you are expected to complete it on time and to the best of your ability.

Be ready to work

You must attend every lesson and arrive promptly. You should also ensure that you have the correct equipment with you to progress your work. This will include your sketchbook.

Attendance at help sessions

If it is felt that you are not making appropriate progress you will be given the opportunity to attend an after school help session. The expectation is that you will attend until your work is back on track.