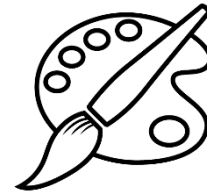




Art & Design
Wigston College

Graphic Communications GCSE 2024 - 2026



Examination Board

AQA

What will I be studying?

Graphic communication is defined here as the process of designing primarily visual material to convey information, ideas, meaning and emotions in response to a given or self-defined brief.

In Component 1 and Component 2 students are required to work in one or more area(s) of fine art, such as those listed below:

- Communication Graphics
- Design for print
- Advertising and branding
- Illustration
- Package design
- Typography
- Interactive design
- Multi media
- Motion graphics
- Signage
- Exhibition graphics

Assessment objectives (AOs) are set by Ofqual and are the same across all GCSE Art and Design specifications.

The exams and non-exam assessment will measure how students have achieved the following assessment objectives:

- AO1: Develop ideas through investigation, demonstrating critical understanding of sources
- AO2: Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes
- AO3: Record Ideas, observations and insights relevant to intentions as work progresses
- AO4: Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language

What's assessed?

Component 1 (Portfolio):

The content of the portfolio will be determined by the particular requirements and nature of the course of study undertaken. There is no restriction on the scale of work, media or materials used.

Each student must select and present a portfolio representative of their course of study. The portfolio must include both:

1. A sustained project developed in response to a subject, theme, task or brief evidencing the journey from initial engagement with an idea(s) to the realisation of intentions. This will give students the opportunity to demonstrate, through an extended creative response, their ability to draw together different areas of knowledge, skills and/or understanding from across their course of study
2. resulting from activities such as trials and experiments; skills-based workshops; mini and/or foundation projects; responses to gallery, museum or site visits; work placements; independent study and evidence of the student's specific role in any group work undertaken.

Component 2 (Externally Set Assignment):

AQA will provide a separate externally set assignment for each title, each with seven different starting points. Students must select and respond to one starting point from their chosen title.

The externally set assignment provides students with the opportunity to demonstrate, through an extended creative response, their ability to draw together different areas of knowledge, skills and/or understanding in response to their selected starting point.

The extended creative response must explicitly evidence students' ability to draw together different areas of knowledge, skill and/ or understanding from initial engagement with their selected starting point through to their realisation in the 10 hours of supervised time

How will I be studying?

Most of the work produced will be your own personal response to projects of your own choosing. This will involve lots of independent learning. You will be researching themes and the work of others and will be expected to provide written evidence to show that you have a clear understanding of how they achieved their outcomes. You will need to provide ideas of your own and then show that you can develop them in depth in order to produce a good quality personal piece.

How will I be assessed?

- Component 1 - Personal investigation No time limit • 60% of GCSE
- Component 2 – Externally set assignment Preparatory period + 10 hours supervised time • 40% of GCSE

Where Next?

On completing the course students will be well prepared to move on to further education which includes a- levels in an art and design course, or a full time art based course at a specialist college.