

**Title** GCSE Art and Design Graphic Communication

For more information, please consult:  
Mr G Wright, Director of Arts  
[gwright@gilesacademy.co.uk](mailto:gwright@gilesacademy.co.uk)

**Examination Board:** Pearsons Edexcel

**Qualifications:** GCSE Art and Design: Graphic Communication

**Tiers:** N/A

**Grades:** 1-9

**Introduction:** Graphic design is one of the most important art forms, surrounding us every day through posters, packaging and advertising, both in magazines, on TV and the internet.

**What will I study each year?**

- Y9** In Y9 you will begin with gaining an understanding of the graphic design industry and graphics as art. You will study the work of 20<sup>th</sup> Century Graphic Design through completing a major coursework project on this area through looking at the work of artists. You will complete 2 further projects during the year. You will begin to understand how to use the Photoshop computer software. You will experiment using the art departments cameras and understanding how they work, and you will also use the photographic studio and the studio lights. You will also experiment with illustration techniques. In the final project of Y9 you will be given more freedom to develop your own project.
- Y10** In the second year of your course you will complete work that may contribute towards your GCSE final coursework (Personal Portfolio) marks. The best project work from Y10 will be included in your final Personal Portfolio. In Y10 you will develop your graphic design skills, including stencilling and graffiti through completing 3 major coursework projects. These vary from year to year depending on the teaching group and on the availability of exhibitions to visit.
- Y11** In the final year you will complete your final Personal Portfolio project working on a given title. In this project you will be given a lot of freedom to develop your own ideas. From January onwards you will be completing your GCSE Examination project which is completed in May with a 10 hour examination (Externally Set Assignment).

### **How will my work be assessed?**

Your work will be assessed against the GCSE assessment criteria. There are 4 of these and each carry 25%. The same criteria are used to mark the Personal Portfolio and the Externally Set Assignment. The final grade is worked out by combing the marks of both units of work, with the Personal Portfolio carrying 60% of the total marks and the Externally Set Assignment carrying 40%.

### **Why study Photography**

The graphics course is taught by the Art and Design department. This course will include learning drawing, design and realisation skills, the use of Photoshop and computer image making, and the creation of 3D graphic products. You will have the opportunity of working on 'real' graphic design projects for the school and outside organisations. Graffiti art is a new area of study within the subject that involves larger scale stencil art and spray paint.

Graphics is taught leading to an Edexcel GCSE Art and Design (Graphics) qualification.

The Art Department now have a professional standard photographic studio for students to use including studio lights, backdrops and props.

The Art Department has over 40 digital cameras for student use, including state of the art DSLR cameras.

As the course develops you will be given more freedom to develop your own work.

This course can lead onto all of the Sixth Form art courses that the school offers, and from there onto university studies.

### **Extra-curriculum activities**

You will have opportunities to work with artists and to exhibit your work in the Art Department gallery. You will work on actual assignments to complete graphic design work for the school.

Visits to galleries will be organised and you will have a chance to complete the ArtsAward additional qualification.

### **What would this subject enable me to do when I finish school?**

Students can progress on to Level 3 courses in the Giles Sixth Form. The Giles offers courses in Art and Design, Graphic Design, Photography and Combined Arts. The Art department has also produced a career guide that will be available on the website and also for you to collect.

Additional career advice can be found on these websites: <http://creativejourneyuk.org/>

Excellent series of films with people from the creative industries talking about their careers and education

<http://www.theartcareerproject.com/art-as-a-career/>

An American website with excellent descriptions of the various careers and case studies form many people working in the creative industries.

<https://nationalcareersservice.direct.gov.uk/job-profiles/arts-crafts-and-design>

UK government website with clear descriptions of the range of jobs and careers in the creative industries.

**How parents or other members of the public can find out more about the curriculum your subject is following**

More information can be found on the EDEXCEL/ Pearsons website regarding the specification for the course. <http://qualifications.pearson.com/en/qualifications/edexcel-gcses/art-and-design-2016.html>.

The Art department has many examples of students work on-line so that you can see some of the work completed by our students <http://www.gilesacademy.co.uk/visual-arts/> and <https://www.flickr.com/photos/130038364@N07/albums>

The Arts Faculty students also produce a termly magazine, and the first one is available on the school website <http://www.gilesacademy.co.uk/wp-content/uploads/2016/12/fusion-magazine-2.pdf>

