

# Why choose art, craft and design?

This is a broad-based course exploring practical, critical and contextual work through a range of 2D and/or 3D processes and media.

Art, craft and design gives you the skills and knowledge to create personal and imaginative work. You can choose to focus on a specialist area of study from a variety of exciting processes and media to suit your individual interests and abilities. This can result in degree opportunities and careers ranging from painting portraits to producing exotic fashion costumes or designing futuristic architecture. If you have an adventurous, creative and enquiring mind and are excited by shaping and determining the visual world around us, there is a career opportunity waiting for you.



*Amy Wright – Queen Elizabeth's Grammar School Ashbourne Academy*

**Find out more**  
[aqa.org.uk/art-and-design](http://aqa.org.uk/art-and-design)

## Further study and career opportunities

### Possible degree options

- Architecture
- Art conservation
- Art history
- Art therapy
- Fashion design
- Film/video production
- Fine art
- Graphic design
- Illustration
- Interior design
- Jewellery design
- Photography
- Product design
- Textile design
- Theatre design
- Three-dimensional design
- Web design

### Possible career options

Studying an art, craft and design related degree at university can give you all sorts of exciting career options, including:

- Animator
- Architect
- Art therapist
- Art restoration
- Cartoonist
- Computer game designer
- Community arts worker
- Exhibition designer
- Fashion designer
- Film/video maker
- Fine artist
- Furniture designer
- Graphic designer
- Illustrator
- Interior designer
- Jeweller
- Museum/gallery conservator
- Medical illustrator
- Printmaker
- Product designer
- Teacher
- Theatre designer



*Charis Todd –  
Christ the King Catholic High School, Southport*

## Art, craft and design course content

**Fine art:** for example drawing, painting, mixed media, sculpture, ceramics, installation, printmaking, moving image (video, film, animation) and photography.

**Graphic communication:** for example 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.

**Textile design:** for example fashion design, fashion textiles, costume design, digital textiles, printed and/or dyed fabrics and materials, domestic textiles, wallpaper, interior design, constructed textiles, art textiles and installed textiles.

**Three-dimensional design:** for example ceramics, sculpture, exhibition design, design for theatre, television and film, interior design, product design, environmental design, architectural design, jewellery/body ornament and 3D digital design.

**Photography:** for example portraiture, landscape photography, still life photography, documentary photography, photojournalism, fashion photography, experimental imagery, multimedia, photographic installation and moving image (video, film, animation).

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## AS assessment

At AS you will produce a **portfolio** of work for component 1 which counts for 60% of your total AS marks. In component 2 you will produce **personal work** in response to one of five exciting starting points which will count for 40% of your total AS marks.

## A-level assessment

At A-level for component 1 you will develop work for a **personal investigation** into an idea, issue, concept or theme supported by written material. This will count for 60% of your total A-level marks. In component 2 you will produce **personal work** in response to one of eight exciting starting points which will count for 40% of your total A-level marks.

## Practical course

AS and A-level are practical courses in which you learn by doing, so you will be able to create imaginative personal work. You will find out about a whole range of media, techniques and processes. You will develop your creativity and independent thought, learn to express yourself visually and let your imagination flourish.

Art, craft and design is a great companion to all other subjects as creativity, imagination and problem solving skills can give you great ideas for your other subjects.

## Progression

Art, craft and design AS and A-level builds on the skills, knowledge and understanding developed through study at GCSE.

At the end of the A-level course you will have the skills, knowledge and understanding needed for higher education.

## Entry requirements

If you want to know more, please talk to your teacher.