

Why choose graphic communication?

Are you creative and imaginative? Do you enjoy exploring ideas and looking at things in different ways? If so, you should consider a course in graphic communication with AQA. You will enjoy developing your understanding of the visual world, learning practical skills and responding to ideas and issues in ways that are personal to you.

Graphic communication will give you the skills to produce personal creative work and develop your understanding of graphic design. You will develop your knowledge of materials and techniques, and the skills to communicate ideas and information visually. It will help you to develop an effective personal visual language and develop your understanding of historical and contemporary influences on design. Graphic communication opens the door to a large number of fascinating and rewarding specialisms and careers in industry, commerce and the media.

Further study and career opportunities

Possible degree options

- Animation
- Digital arts
- Graphic communication
- Graphic design
- Graphic and communication design
- Media design
- Illustration
- Printmaking
- Packaging design
- Typographic design

Find out more
aqa.org.uk/art-and-design

Possible career options

Studying a graphic communication related degree at university will give you all sorts of exciting career opportunities, including:

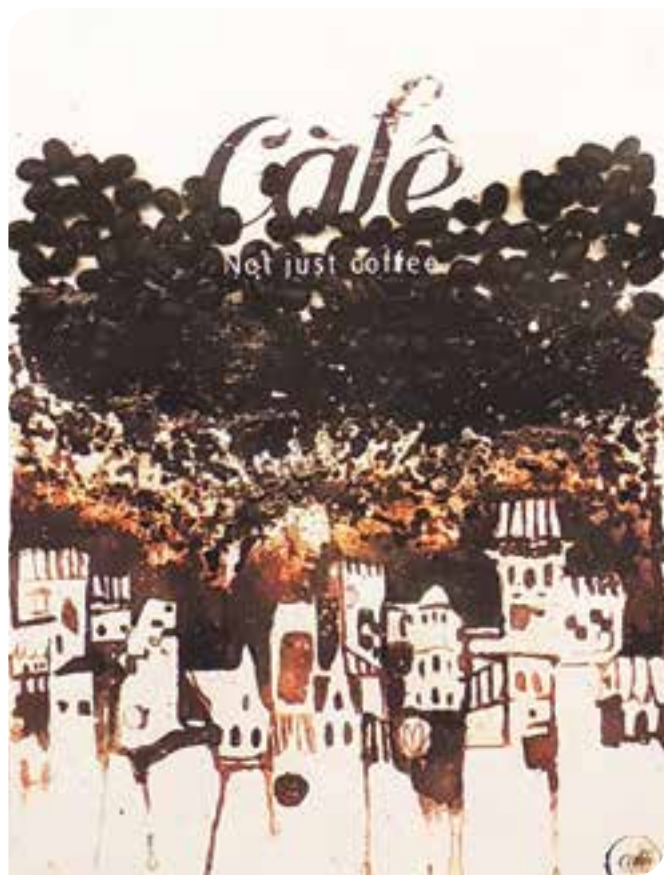
- Advertising
- Animator
- Designer for film and television
- Exhibition designer
- Graphic designer
- Illustrator
- Interior and spatial design
- Marketing
- Publishing
- Production designer
- Scientific or medical illustrator
- Studio manager
- Teacher
- Typographer
- Web and app designer



Alice Bentley – New College, Huddersfield

Graphic communication course content

- 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



*Hoang Khanh Thy Nguyen –
Ashbourne College, London*

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.

Graphic communication 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

Graphic communication 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.