



D&T: GCSE Graphic Communication



Number of Lessons per Week: 3 - Subject Teacher: Mr Gillespie

Assessment requirements:

- Internally assessed and externally moderated portfolio of evidence **60%**
 - Externally set and marked assignment **40%**
- There is NO formal written exam**

This qualification is designed for students wishing to gain an understanding of the graphic design industry and develop the basic skills across a range of areas within the subject.

Graphic communication (Design) 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.

This qualification aims to:

- Develop a broad and comprehensive understanding of graphic design
- Develop a significant knowledge core which spans into industry standard design.
- Provide academic and study skills that will support progression within graphic design and more broadly

The objectives of this qualification are to help learners to:

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

Throughout the delivery of this qualification, the following core areas and transferable skills will be covered:

- The ability to use electronic or digital reproduction methods
- The ability to undertake purposeful and methodical research
- Skills in the use of art, design and craft materials
- Skills in critical review
- Typography
- Packaging Design
- Digital Media
- Advertising and Branding
- Signage
- Design for print

