

A Level

GRAPHIC DESIGN

Course Overview

The Graphic Communication course at Cadbury College allows you to explore digital imaging, typography, illustration and photography as well as industry standard printing techniques and processes. There is also a small focus on drawing and painting from observation using traditional techniques. Students will also develop visual research skills and explore the design idea process.

The emphasis is on building your creativity and conceptual thinking skills using a wide range of materials, techniques and processes.

Teaching Methods

Throughout the course many different teaching methods are used to promote learning in the classroom. These include brainstorming, buzz groups, lectures, tutorials, assignments as well as self-organised and self-study lessons.

Course Activities

Students have the opportunities to work on live projects such as editing photographs for the college website. They also have the chance to visit a few art galleries and exhibitions throughout the year.

Course Components

Component 1 - Coursework:

1. An in-depth critical, practical & theoretical investigative project and outcome/s based on themes and subject matter that have personal significance.
2. An extended written essay of 1000 words, which may contain images and texts and must clearly relate to practical and theoretical work.

Component 2 - Examination:

This externally set assignment component incorporates two major elements: preparatory studies and the practical 15-hour exam. The externally set assignment consists of a series of visual and written stimuli which is selected by the learner and used as a starting point to which students should respond in a very personal way. The practical exam consists of a 15-hour period of sustained focus work where students will create final pieces as a development of their preparatory work.

Course Outline

Personal Investigation – 60%
External Assignment – 40%

Exam Board

WJEC

Entry Requirements

A minimum of five GCSEs (with two at grade 6, and three at grade 4).

GCSE English at grade 4 and an associated Art & Design subject at grade 4.

Student Testimonial



"I enjoyed working in graphics and developing and learning new techniques on various different software, such as Adobe Photoshop and InDesign. I feel the help and support given by the teachers means I'm able to get through the course and pass with a successful grade"

Kaia Bashir

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