

**Holy Family Catholic School & Sixth Form**

A collage of graphic design tools and materials. In the top left, several colored pencils are fanned out. Below them is a color calibration chart with various color patches. To the right, a silver laptop is open, showing its keyboard. In the center, a hand is using a green stylus on a tablet. Another color calibration chart is visible in the bottom right. Two color wheels are also present, one in the top center and one in the bottom right. A semi-transparent yellow rectangle is overlaid in the center, containing the text.

# **AQA GCSE Graphic Communication**

# Graphic Communication

Design is **EVERYWHERE**, from your morning cereal box to a music festival poster to the process of ordering an Uber. There are endless opportunities for graphic designers to make their mark in this technology driven world.

Graphic Communication is an exciting and creative course that introduces students to a visual way of conveying information, ideas and emotions, using a range of graphic media, processes and techniques. Areas of study include communication graphics, advertising, branding, packaging design, typography and web/app. Students will look at different approaches to design and will develop their skills both physically and digitally, with emphasis on industry standard design programmes such as Photoshop, Illustrator and inDesign.

## Why you should study Graphic Communication?

- You're a creative thinker
- You enjoy problem solving
- You enjoy working on computers/laptops
- You have a passion and interest for the design industry

“Design creates culture.  
Culture shapes values.”  
Values determine the future.

Robert L. Peters - Graphic Designer

For further details please contact Ms Jaber: [ms.jaber@holyfamilycatholicschool.co.uk](mailto:ms.jaber@holyfamilycatholicschool.co.uk)



## Career Opportunities:

- Graphic Designer
- Web/App Developer
- Interior Designer
- Education
- Architecture
- Film/Video Editor
- Fashion Design
- Animator

## Course Details

**Exam Board:** AQA

**Component 1:** Personal Portfolio - **60%** (coursework)

**Component 2:** Externally Set Assignment - **40%** (practical)

# Course Overview

## Component 1: Personal Portfolio - 60%

Each student must work through a sketchbook in order to submit a portfolio demonstrating a personal creative journey including initial ideas, experiments and the final outcome. There is no restriction on the scale of work, media or materials used. The portfolio must include both:

1. **A sustained project** developed in response to a task or brief evidencing the journey from initial ideas to the finished outcome.
2. **A selection of further work** resulting from activities such as trials and experiments; skills-based workshops; responses to gallery/ museum visits and independent study.

## Component 2: Externally Set Assignment - 40%

AQA will provide students with different design briefs and students must choose one to work on. Students are given preparation time followed by 10 hours of supervised time to make the final piece in school. Outcomes may be evidenced in any two-dimensional, three-dimensional, digital or non-digital format. There is no restriction on scale of work, media or materials used.

## How will I be assessed?

- **AO1:** Developing ideas through research
- **AO2:** Experimenting with appropriate media, materials, techniques and processes.
- **AO3:** Recording ideas, observations and insights.
- **AO4:** Present a final, personal and meaningful response.

“ Design is so simple,  
that's why it is so  
complicated ”

Paul Rand - Graphic Designer

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