

AQA A level Graphic Communication: 7203

A level Graphic Communication: Subject Content

Students are introduced to a variety of experiences that explore a range of graphic communication media, processes and techniques. They should be made aware of both traditional and new media.

Areas of study

Students are required to work in one or more area(s) of graphic communication, such as those listed below. They may explore overlapping areas and combinations of areas:

- 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.

Skills and techniques

Students will be required to demonstrate skills in all of the following:

- understanding of meaning, function, style, scale, colour and content in relation to the chosen area(s) of graphic communication
- awareness of intended audience or purpose for their chosen area(s) of graphic communication
- ability to respond to an issue, concept or idea, working to a brief or answering a need in the chosen area(s) of graphic communication
- appreciation of the relationship of form and function and, where applicable, the constraints of
- working to a brief
- appreciation of the appropriate use of typography (which could include hand lettering and calligraphy)
- understanding of a variety of materials and genres appropriate to their chosen area(s) of graphic communication.

Knowledge and understanding

Students must show knowledge and understanding of:

- relevant materials, processes, technologies and resources
- how ideas, feelings and meanings can be conveyed and interpreted in images and artefacts created in the chosen area(s) of graphic communication
- historical and contemporary developments and different styles and genres
- how images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created

- continuity and change in different styles, genres and traditions relevant to graphic communication.
- a working vocabulary and specialist terminology that is relevant to their chosen area(s) of graphic communication.

A level Graphic Communication: How it's assessed

Students should be aware of the four assessment objectives to be demonstrated in the context of the content and skills presented. They should be aware of the importance of process as well as product.

Consists of 2 components:

What's assessed?

Component 1: Personal investigation

How it's assessed

- This is a practical investigation supported by written material (1000-3000 words)
- No time limit
- 96 marks
- 60% of A-level

Non-exam assessment (NEA) set and marked by the centre and moderated by AQA during a visit to the centre. Visits will normally take place in June.

What's assessed?

Component 2: Response to an externally set assignment

How it's assessed

- Preparatory period from 1 February + 15 hours supervised time
- 96 marks
- 40% of A-level

Non-exam assessment (NEA) set by AQA, marked by the centre and moderated by AQA during a visit to the centre. Visits will normally take place in June.

<http://filestore.aqa.org.uk/resources/art-and-design/specifications/AQA-ART-SP-2015-V1-2.PDF>