

Art and Design:

Graphic Communication



There are two different Art courses you can choose from at GCSE: Graphic Communication and Fine Art.

Graphic communication is the process of conveying information and ideas in visual form, using image and text. It is all around us, and its messages are displayed on posters, logos, product packaging, book covers websites, apps, advertising and much more.

This is a specialist course that combines artistic flair, design ideas, and digital and traditional techniques. We aim to develop students' visual communication skills.

All projects will include visual research and drawing as starting points, but the main focus will be on digital skills in lettering, computer illustration and photography. Students will become proficient in the use of Adobe Illustrator and Photoshop.

Students will be expected to have a set of sketching pencils, colouring pencils, fine liner pens and access to a camera.

Why should you choose GCSE graphic communication?

If you have enjoyed art lessons, drawing, photography, making pictures or any other artistic and creative activity you are likely to enjoy this course, and that alone is a good enough reason for choosing graphic communication at this stage of your education.

If you want to work in any of the creative industries as an artist or designer, you *must* choose either GCSE graphic communication or GCSE fine art as this will then lead to further art and design courses and training.

At Sharnbrook we offer exciting A levels in graphic communication, photography and fine art. You will **not** be automatically accepted onto the A level courses offered in the art department unless you have done GCSE graphic communication or fine art.

There are lots of jobs where it is essential have studied art and design courses, and many of our former students are now working as designers in advertising, web-design, logo and corporate identity design, illustration, architecture, publishing, photography and the media.

Assessment Method

All courses in art and design are externally assessed and moderated.

60% of total GCSE grade: Coursework Portfolio (developed across the 3 years)

40% of total GCSE grade: Controlled Assignment (a 10-hour practical exam in April of year 11)

For further information please contact

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