



Qualification Name	Art: Graphical Communication
Exam Board	OCR
Type (e.g. GCSE/BTEC Certificate)	GCSE
Level (1,2 or both)	Both
GLH (Guided Learning Hours)	120
Course Content Outline (What Will I study?)	<p>Overview</p> <ul style="list-style-type: none"> Graphic communication is defined here as the practice of creating work to convey information, ideas and emotions through the use of graphic elements such as colour, icons, images, typography and photographs. Learners must explore, acquire and develop skills, knowledge and understanding through the application of techniques and processes specific to their chosen area(s) of study of graphic communication. Learners must explore practical and relevant critical and contextual sources such as the work of historical and contemporary graphic designers and the different purposes, intentions and functions of graphic communication as appropriate to their own work. Learners must demonstrate the knowledge, skills and understanding through area(s) of study relevant to graphic communication.
Typical Lesson/Homework Activities. (How will I study?)	<p>Areas of Study Learners are required to work in one or more area(s) of graphic communication, listed below. Combinations of these areas are also possible.</p> <ul style="list-style-type: none"> • Typography • Communication graphics • Advertising • Package design • Signage <p>Techniques Learners must demonstrate the ability to work creatively with processes and techniques appropriate to these area(s) of study.</p> <p>Pupils will get more freedom to design creatively as their skills develop. Homework activities generally focus on research and developing skills.</p>
Success Criteria (How will I be assessed?)	<p>The course is assessed in two sections:</p> <p>Section 1 – Portfolio: 60% of final grade – continuous assessment of all your work throughout the two year GCSE. This work will be assessed by your teacher and the exam board will moderate (check) the teachers grades.</p> <p>Section 2 – Externally set exam – 10 hours of tightly controlled work where you respond to an exam board set task and theme.</p>
Succession Paths Post-16 (What can I do with this qualification?)	<p>A practical skills based subject is a useful one to have on your CV for many post 16 courses and jobs. This subject will be an obvious choice to any wanting to study 'A' level product design, study graphics or design at university, or do apprenticeships of many kinds.</p>