

Higher Graphic Communication

Course Rationale

The course provides opportunities for candidates to initiate and develop their own ideas graphically. It allows them to develop skills in reading and interpreting graphics produced by others. Candidates continue to develop graphic awareness, often in complex graphic situations, expanding their visual literacy. The course is practical, exploratory and experiential in nature. It combines elements of creativity and communicating for visual impact with elements of protocol and an appreciation of the importance of graphic communication standards.

Course Content

The course is suitable for candidates with an interest in both digital and paper-based graphic communication. It is largely candidate-centred and includes practical and experiential learning opportunities, so there is broad scope for personalisation and choice.

Skills

The following provides a broad overview of the subject skills, knowledge and understanding developed in the course:

- Replicating familiar and some new graphic forms with some complex features in 2D, 3D and pictorial views
- Applying recognised graphic communication standards, protocols and conventions in straightforward but unfamiliar contexts
- Initiating, planning and producing preliminary, production, promotional, and informational graphics in both familiar and new contexts, with some complex features
- Applying graphic design skills, including creativity, when developing solutions to graphic tasks with some complex features
- Understanding the application of colour, illustration and presentation techniques in a broad range of graphic contexts
- Critically reviewing graphics work as it progresses, and evaluating completed tasks suggesting strategies for improvement
- Extending visual literacy by interpreting unfamiliar graphic communications — some with complex features or combinations of views
- Extending graphic spatial awareness in unfamiliar 2D, 3D and pictorial graphic situations including those with complex features
- Selecting, managing and using graphic communication equipment, software and materials effectively across tasks
- Understanding a broad range of computer-aided graphic techniques including commercial/industrial practice
- An informed understanding of the impact of graphic communication technologies on the environment and society

Course Assessment

Component 1: Question paper:	2½ hours - 90 marks (SQA exam in May)
Component 2: Assignment:	8 hours - 50 marks (Closed book - class assessment)

Progression and more details: [Graphic Communication SWAY](#)

Career Pathways

Architect; Architecture; Engineering; Energy & Renewables; Surveying; Graphic Design; Magazine & Book writing; Desk top publisher; Web- page design; multi-media and animator; printing & digital imaging.