

## Art & Design – Graphic Communication GCSE

**Examination Board:** Edexcel

**Non-Examination Assessment:** Yes

**Course combinations not permitted:** This course cannot be taken with Edexcel GCSE Art and Design: Fine Art.

### Course Aims:

This course will suit students with a strong interest in visual communication and presentation. Students will develop drawing and IT skills using a wide range of graphical tools. Students are expected to create a range of products using both 2D and 3D materials. Products produced by students range from product packaging, point of sale stands and advertising / promotional products. Students will use and master software such as Photoshop, Illustrator and 2D design to increase the quality and creativity of their final solutions.

### What Will We Study?

<b>Unit 1</b>	<b>Packaging Design</b>	This unit focuses on the development of 2D and 3D illustration, techniques and digital skills.
<b>Unit 2</b>	<b>Festival Branding</b>	A more open project that allows students to develop ideas and concepts, utilising technical skills to produce a 3D product related to a theme of the students' choice.
<b>Unit 3</b>	<b>ESA (Externally Set Assignment)</b>	The final unit, set by the exam board, requires students to independently produce work in response to a given theme. This could be an open brief or a specific word or phrase.

### How Will We Be Assessed?

<b>Non-Examined Assessment 1</b>	<b>Packaging Design</b>	You will be assessed on all work leading up to as well as your 3D packaging final piece.	30% of the final grade
<b>Non-Examined Assessment 2</b>	<b>Festival Branding</b>	You will be assessed on all work leading up to as well as your festival branding final piece. This is expected to be of a higher standard than your first controlled assessment.	30% of the final grade
<b>Externally Set Assignment (ESA)</b>	<b>The exam brief set by the exam board</b>	You will be assessed on all work leading up to your completed ESA brief.	40% of the final grade

### Where Can This Subject Take Me?

Completing a GCSE Art & Design course will provide students with the qualifications to study Art at Post-16 and eventually university. Career opportunities are varied and exciting. Just a few of the possibilities include: fine art, animation, photography, fashion, television, theatre and film production, architecture and design, as well as advertising and web design.