



# GRAPHIC COMMUNICATION

**Qualification:** A-Level

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## Overview of subject:

Graphic communication is a highly creative course which focuses on contemporary graphic design and the visual arts. It encourages the development of personal creativity and embraces all aspects of visual communication and experiments with a wide range of materials and techniques.

## Topics studied in the syllabus include:

- Skills are developed over the duration of the course in :
- Professional design packages, Adobe Creative Cloud using Photoshop, Illustrator and InDesign.
- Printmaking (Lino, Dry point etching and Mono)
- Contemporary illustration.
- Still life & Drawing skills.
- Mixed media illustration.
- Study of the Formal elements of Graphic design including composition and typography.
- Researching creative practitioners which helps to inform the students of new trends in the field and inspire their own practice.
- Branding and identity design.

## The course might be of interest to:

Students who excelled at a creative subject at GCSE such as Graphics, Fine Art, Textiles etc. Ultimately any individual who has a passion for creative design and has a genuine interest in the subject.

## Potential future pathways:

Art and Design foundation/Degree courses.

Further education/employment: Graphic design Illustration Architecture Web design Games design Animation Set and production design Product design Advertising Publishing Interior Design Marketing Media Design (TV & Film)