

QUEEN'S GATE SCHOOL
**GRAPHIC
COMMUNICATION**
A-LEVEL GUIDE



GRAPHIC COMMUNICATION

A-LEVEL AT QUEEN'S GATE

Areas of study

Students are required to work in one or more area(s) of graphic communication, such as those listed below. They may explore overlapping areas and combinations of areas:

- branding
- packaging design
- illustration
- design for film and television
- interactive media (including web, app and game design)
- communication graphics
- multimedia

Skills and techniques

Students will be expected to demonstrate skills, as defined in overarching knowledge, understanding and skills, in the context of their chosen area(s) of graphic communication. Students will be required to demonstrate skills in all of the following:

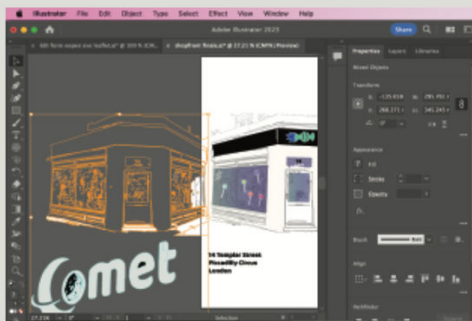
- understanding of meaning, function, style, scale, colour and content in relation to the chosen area(s) of graphic communication
- awareness of intended audience or purpose for their chosen area(s) of graphic communication
- ability to respond to an issue, concept or idea, working to a brief or answering a need in the chosen area(s) of graphic communication
- appreciation of the relationship of form and function and, where applicable, the constraints of working to a brief
- appreciation of the appropriate use of typography (which could include hand lettering and calligraphy)
- understanding of a variety of materials and genres appropriate to their chosen area(s) of graphic communication.

Knowledge and understanding

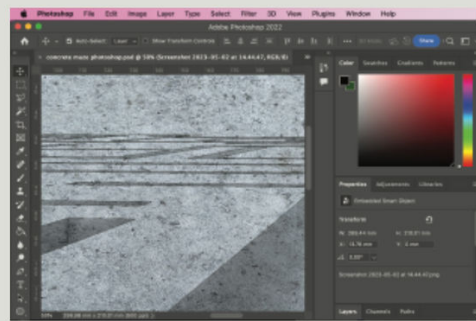
Students must show knowledge and understanding of:

- relevant materials, processes, technologies and resources
- how ideas, feelings and meanings can be conveyed and interpreted in images and artefacts created in the chosen area(s) of graphic communication
- historical and contemporary developments and different styles and genres
- how images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created
- continuity and change in different styles, genres and traditions relevant to graphic communication

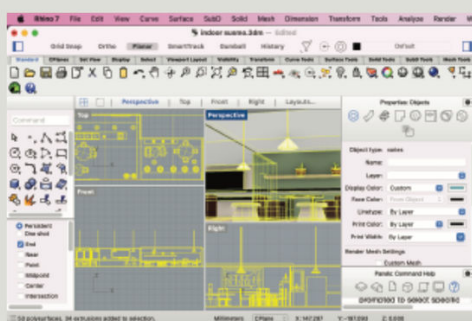
SOFTWARE USED



Adobe Illustrator vector graphics



Adobe Photoshop bitmap graphics



Rhino 7 3D modelling

AQA
Questions matter

CAREERS

- Graphic Designer
- Illustrator
- Art Director
- Motion Graphics Designer
- Interior Designer
- Brand Manager
- Exhibition Designer
- App / Web Designer

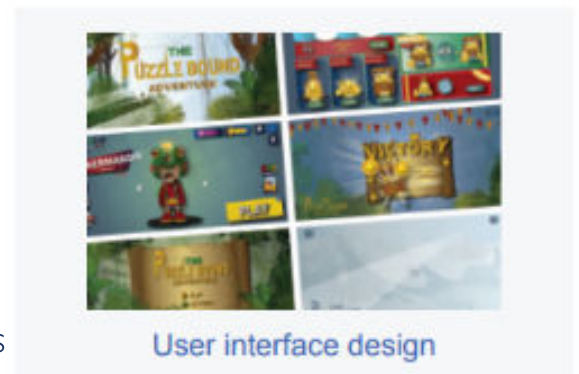
Some examples of final pieces



Packaging design

CAREER SKILLS

- Presentation and communication
- Layout
- Typography
- Photo editing
- Understanding of the visual world
- Working knowledge of professional design s
- Knowledge of design and art history
- Problem solving



User interface design

RELATED DEGREE COURSES

- Graphic Design
- Fashion Communication / Marketing
- Interior Architecture
- Creative Computing
- Illustration
- Digital Design
- Media Branding & Identity
- Visual Effects and Motion Graphics
- Design for Publishing
- User Experience Design



Promotional graphics