



# Graphic Communication GCSE to A level

Bridging Work  
Year 11 into 12 for 2023/24



Name: \_\_\_\_\_  
Tutor Group: \_\_\_\_\_  
Teacher: \_\_\_\_\_

# Why choose graphic communication?

Are you creative and imaginative? Do you enjoy exploring ideas and looking at things in different ways? If so, you should consider a course in graphic communication with AQA. You will enjoy developing your understanding of the visual world, learning practical skills and responding to ideas and issues in ways that are personal to you.

Graphic communication will give you the skills to produce personal creative work and develop your understanding of graphic design. You will develop your knowledge of materials and techniques, and the skills to communicate ideas and information visually. It will help you to develop an effective personal visual language and develop your understanding of historical and contemporary influences on design. Graphic communication opens the door to a large number of fascinating and rewarding specialisms and careers in industry, commerce and the media.

## Further study and career opportunities

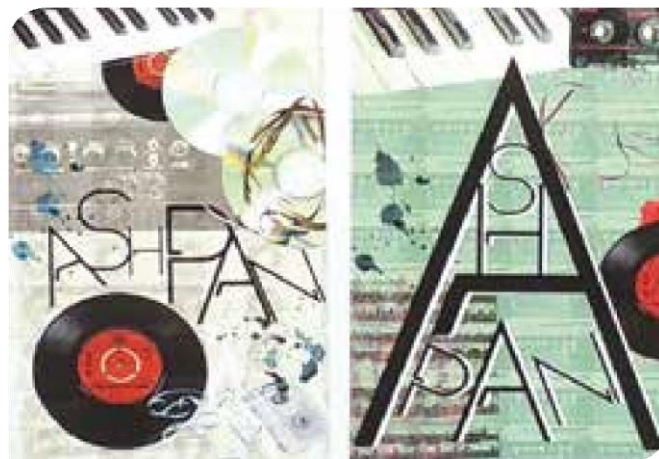
### Possible degree options

- Animation
- Digital arts
- Graphic communication
- Graphic design
- Graphic and communication design
- Media design
- Illustration
- Printmaking
- Packaging design
- Typographic design

### Possible career options

Studying a graphic communication related degree at university will give you all sorts of exciting career opportunities, including:

- Advertising
- Animator
- Designer for film and television
- Exhibition designer
- Graphic designer
- Illustrator
- Interior and spatial design
- Marketing
- Publishing
- Production designer
- Scientific or medical illustrator
- Studio manager
- Teacher
- Typographer
- Web and app designer

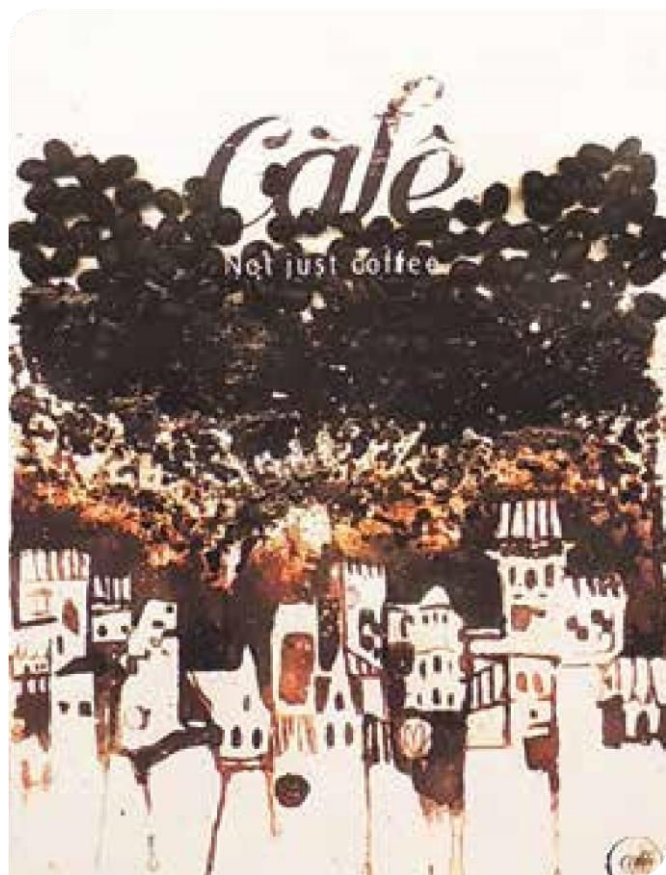


*Alice Bentley – New College, Huddersfield*

## Graphic communication

### course content

- Interactive media  
(including web, app and game design)
- Advertising
- Packaging design
- Design for print
- Illustration
- Communication graphics
- Branding
- Multimedia
- Motion graphics
- Design for film and television



*Hoang Khanh Thy Nguyen –*

### Year 12

From September 2021 have not run an AS course in Graphic Communication as exam boards do not offer this qualification.

In year 12 you will start on a two-year linear A Level course. In year 12 you will develop key Graphics skills to enable you to progress onto A Level assessment which will take place in year 13.

### A-Level assessment

At A-level for component 1 you will develop work for a **personal investigation** into an idea, issue, concept or theme supported by written material. This will count for 60% of your total A-level marks. In component 2 you will produce **personal work** in response to one of the eight exciting starting points which count for 40% of your total A-level marks.

### Practical course

AS and A-level are practical courses in which you learn by doing, so you will be able to create imaginative personal work. You will find out about a whole range of media, techniques and processes. You will develop your creativity and independent thought, learn to express yourself visually and let your imagination flourish.

Graphic communication is a great companion to all other subjects as creativity, imagination and problem-solving skills can give you great ideas for your other subjects.

### Progression

Graphic communication A-level builds on the skills, knowledge and understanding developed through study at GCSE.

At the end of the A-level course you will have the skills, knowledge and understanding needed for higher education.

### ENTRY REQUIREMENTS

Ideally you should have a grade 6 or above at GCSE in either FINE ART, TEXTILES or GRAPHICS

**BRIDGING WORK – YOU WILL NEED TO COMPLETE BOTH PROJECTS BEFORE STARTING THE COURSE IN SEPTEMBER**



# Project 1: Secret Sketchbook

*LO: to develop knowledge and skills in recording excellent observational studies*

## About this project

Hopefully this is a once in a lifetime experience, let's record this moment and remember this time by keeping a visual lockdown diary. Your task is to develop the habits of an artist as someone who regularly records thoughts, ideas, feelings, experiences and observations. To do this you need to create a personal sketchbook of your art, your ideas and your interests. This can be on paper or digitally (such as a PowerPoint Document) or both.

## What is a sketchbook?

The purposes of a sketchbook can be varied, as the examples below by well-known artists illustrate. Sketchbooks can record observations, investigations, inquiries, answers to visual questions, experiences, memories, imagination. Sketchbooks can be places to test, explore, experiment without fear of failure.

## Your project

Start your sketchbook with what interests and excites you. Start with the questions you want answered, ideas that you want to express. Make drawings, sketches, doodles, prints. Write thoughts, ideas, feeling, make collages, collections, anything about form and that excites you to make art. Work in a bound sketchbook or lots paper, depending on what you have and what you prefer.

## Tips and ideas for your visual journal: Drawing Prompts:

- Draw the first thing you picked up today
- Meditation art: draw an emotion / colour / shape that you see
- Draw to music - take inspiration from a song.
- Sketch a series – i.e. “three signs of spring (or summer, or happiness, or boredom).
- Make a statement – what do YOU want to say today on your sketch book? Do you want to show frustration or confusion in colours? How about peaceful marks on a page instead?
- Put pencil to paper – even if you don't know what you want to say in your art. Close your eyes and draw, then look down to see what it is.
- Draw inspiration from another art piece. You might use a famous painting or photo to transcribe in your own style.
- Take one of your other drawings, perhaps NOT your favourite. Cut it up into squares and reassemble it in another way. Draw what results from that mix-up.
- Draw on a photograph, for example metallic markers on a matte photo.
- Make your own colouring page “scribble art”. Draw shapes on the paper, not picking up the pencil until you have finished covering the page, then use markers or crayon or pencils to fill in the shapes with colour.

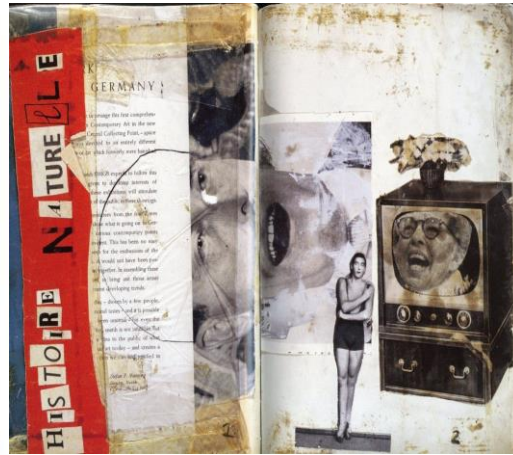
**Work at regular intervals** throughout the coming weeks. Keep your time to small amounts for each entry – maybe as little as 20 minutes each day or two, so the work builds during each week. Keep it private, personal and informative. Aim to create at least three artworks in your sketchbook each week. Aim to complete at least 15 pages before you start the A level course.

## EXTENSION

**Challenge:** record daily (for at least 20 minutes) with accurate form, texture and complex spatial relationships. Try different tools and materials. Try wet and dry materials, try collage, photography, film, stitching.

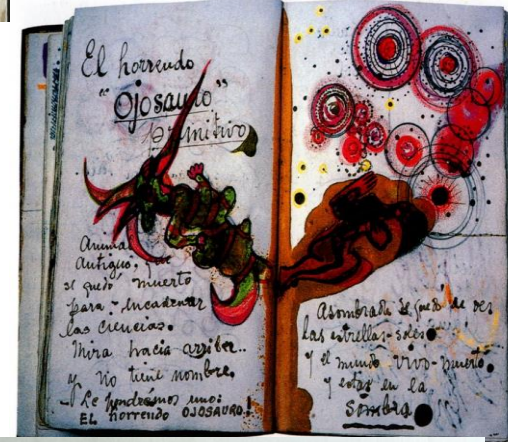
**For this activity you will need to buy yourself an A5 sketchbook**





NATIONAL GALLERIES SCOTLAND

Collage, 1963, Eduardo Paolozzi  
Photography by Antonia Reeve  
© Trustees of the Paolozzi Foundation, Licensed by DACS 2018.





## Project 2: TYPOGRAPHY

### A Level Graphic Communication

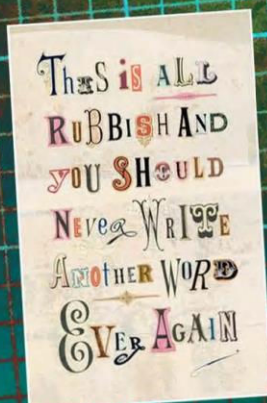
# TYPOGRAPHY

task

- The word 'Typography' refers to the art and process of arranging type on a page.
- Changing the typeface (font), size, colour, weight, and placement of type in your design can add extra emphasis to your words and enhance the visual appeal of your message.

### Artist inspiration

Martin O'Neill is an illustrator & artist who creates collages for a wide range of International clients. Some of his pieces of work use typography and typographical layout created from collaged found sources, such as newspapers, magazines, book pages and advertisements, that often communicate an eclectic vintage mood and feeling.





Create your own alphabet of fonts,  
stick this to a piece of paper and bring this with you to your first  
graphic communication lesson.

