

# Art and Design: Graphic Communication

## *Dylunio a Chelf: Graffeg*



**Curriculum Leader:** Mrs L Pattimore

**Examination Board:** WJEC

### Overview of course content

Art and Design: Graphic Communication is our only 'endorsed' area and includes Illustration (drawing and painting based on a story, lyrics, etc), Photography, Typography and Computer Graphics.

Two significant features of this subject are that there is no written exam and that all work is completed by April of the final year. This leaves the student free to revise for other subjects. It is popular with academic students as it offers a creative outlet within what might be a heavily academic curriculum. The department regularly exceeds local and national exam results, although success is only guaranteed by hard work and commitment.

### Summary of assessment

The scheme of assessment will consist of the following two elements:

#### **Assessment 1: candidate portfolio (60%)**

Internally set and developed from personal and/or given starting points. The candidate portfolio must:

- be selected and presented by the candidate from work undertaken within the course.
- provide evidence of how the candidate has met each of the assessment objectives.

#### **Assessment 2: externally set task to elicit a personal response (40%)**

The externally set task or starting point should:

- enable learners to provide evidence of how they have met each of the assessment objectives.
- provide a sustained period of focused study of no longer than 10 hours.
- be presented to the learners no earlier than the start of January in the year of the examination.

### Learning Pathways post 16

Students could follow a Level 3 course offered by a provider of their choice. A Foundation Course at Art College is the usual pre-degree route and then a degree in one of the many specialised courses. The UK has an excellent reputation internationally for the quality of Art and Design education and the creative industries as a whole account for 8% of our Gross Domestic Product (GDP).