

Faculty: Art & Design

Subject Area: Graphic Communication



YR9 – GRAPHIC COMMUNICATION



AUTUMN – Students are on a rotation with Design & Technology, Graphics, Food and IT. They spend approx. 6weeks on each subject area before choosing one subject area to concentrate in for the rest of the year or onto the GCSE course.

Comic Cans Project

Taking inspiration from an event, famous person or historic icon students are required to design a can/bottle of drink that showcases the person or event. Students will:

- Research the Pop Art Movement and the work of key artists.
- Look at existing food and drink packaging that feature sports icons and celebrities/personalities.
- Create both a hand drawn and digital outcome
- Apply the design to a variety of packaging and promotion items.

Project 2 – Landmarks and Destinations

Students will explore the theme of Landmarks through the creation of Graphic Artwork/illustration for a chosen destination. The work should be creative, visually striking, and design portfolio work consist of:

- Critical Understanding of the work of Artists,
- Application of the techniques used by specific artists
- Refinement of design,
- Apply design knowledge and Subject Specific terms
- Explore appropriate contextual material and develop graphic work in the form of illustration and design for print.
- Evaluate, justify and reflect upon design outcomes.

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Induction Project – Art History

The project focus is on developing Graphic Communication techniques whilst exploring Design History and Art Movements.

Students develop a personal response and produce designs that link to the chosen Art Movement, building on development, refinement and recording of ideas.



Project 2 – Typography

Students focus on Type and the rules of typesetting and typefaces. Students will have the opportunity to:

- Experiment with different type and font design
- develop a personal typography design from initial first hand drawings and Imagery
- produce a hand-rendered or digital final design



Project 3 – Music Branding & Promo

Create a NEW logo and artwork developed from typography work for a band or act of personal choice. Apply the refined artwork to a range of different merchandise to showcase the Music band/act. Students will have the opportunity to:

- analyse existing logos
- develop a design from initial first hand drawings and Imagery
- produce a hand-rendered and digital final designs
- Apply to product mock-ups
- Evaluate artwork



Project 4 – Magazine Design

Students explore magazine cover design by researching influential artists, developing their own concepts, and producing a professionally printed final outcome.

This project builds industry-relevant skills in layout design, visual communication, and digital media, preparing students for further study and careers in graphic design, publishing, and advertising.



Sustained Project (60% of Final Grade)

In this 20-week project students complete a major part of their GCSE sustained investigation focusing on the theme of "Branding." Part 1 is completed in Summer Year 10, Part 2 in Year 11. The structure follows the design process, and includes various activities such as research, artist studies, and practical outcomes. The project concludes with final outcomes such as brand boards, advertising materials, and branded products tailored to individual student project directions.

Throughout the project, students will explore a variety of techniques, research different artists, and develop their own personal ideas. The aim is to produce a final piece that reflects their creativity, skill, and understanding of the theme.

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- Merged Artist Responses
- Further planning and development for final outcome
- Final planning and development for final outcome
- Create final response / outcome for project

The aim is to produce a final piece that reflects their creativity, skill, and understanding of the theme.

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Externally Set Assignment (40% of Final Grade)

In this externally set assignment project, students use the skills they have learned to create personal and original artwork based on a chosen theme. They will research artists and ideas, experiment with different materials and techniques, and develop observational drawing and photography skills.

Throughout the project, students will reflect on their work and refine their ideas to produce a final piece that shows their creativity and understanding.

The final design work is created during a 10 hour exam, where students work independently to complete their final piece and related mock-ups.

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Review and refine coursework

Remaining time will be for review and revisit Supporting evidence and Sustained Project work ahead of final submission and moderation.

A LEVEL – GRAPHIC COMMUNICATION

Project 1 – Induction Project

This project explores typography in Graphic Communication, developing both digital and non-digital skills. Students research typography in signage documenting examples through photographs. They create a sketchbook to record and reflect on findings, alongside observational drawings to analyse letterforms and stylistic variation. The final outcome is a typographic composition to convey meaning and message effectively.

Project 2 – Typography

This project develops key Graphic Communication skills through an exploration of Typography. They study the historical and cultural significance of typographic choices and how these impact tone, readability, and communication. Emphasis is placed on typographic terminology, typesetting principles, and visual storytelling.

Project 3 – Magazine Design

Students explore magazine design. They research layout, typography, and imagery to target audiences effectively students create a magazine concept, undertake a themed photoshoot and develop accompanying written content. Using digital design software, they experiment with layout, typography, and typesetting to produce a coherent, visually engaging double-page spread.

Project 4 – Art History

Project exploring Art History and its relevance to contemporary graphic communication. Students research a chosen movement—examining its context, key artists, characteristics, and influence. They produce a 2,000-word essay demonstrating critical analysis and reflection, alongside a 3D "matchbox-style" outcome that visually represents the movement.

Project 5 – Mock Assignment

This project prepares students for the AQA Externally Set Assignment and 15-hour exam by developing their creative process. Students respond to an exam-style task through research, artist studies, concept development, and experimentation, producing 2D and 3D outcomes. Regular reflection and feedback support idea refinement, fostering creativity, critical thinking, and mastery of the AQA Assessment Objectives.

Component 1 - Personal Investigation (60% of A Level)

The structure is designed to guide students through the process of developing a personal investigation, creating a 2D printed and 3D outcome(s), and writing a 3,000-word essay. Each section incorporates the necessary steps for research, artist studies, and creative development, with clear links to AQA Assessment Objectives."



Component 1: Personal Investigation (60% of A Level)

In year 13 students continue develop one major body of work based on a self-chosen theme, spanning research, experimentation, and idea development.

Students explore relevant artists and movements, experiment with diverse techniques and media, and refine their personal creative style. Students also produce a written essay (1,000–3,000 words) that critically analyses their theme, research, and artistic process. Key skills developed include visual analysis, creative experimentation, technical proficiency, reflective practice, and critical writing. The unit culminates in a final piece demonstrating both conceptual understanding and artistic skill.

Externally Set Assignment (40% of Final Grade)

In this unit, students respond to a theme set by AQA, developing a focused project within a limited timeframe.

They research relevant artists, explore a range of techniques and media, and develop personal ideas leading to a final resolved piece. The unit develops skills in time management, independent research, experimentation, problem-solving, and critical reflection, while refining technical ability and personal artistic expression.

Students develop both 2D printed and 3D outcomes that culminate in a 15-hour practical exam.

Review and refine coursework

Remaining time will be for review and revisit Supporting evidence and Sustained Project work ahead of final submission and moderation.