



Art & Design

A-Level Photography/Graphic Communication

Subject Photography and Graphic Communication

Exam Board AQA

Specification 7206(c) 7206(x)

Numbers 7203(c) 7203(x)

Teachers Responsible S Williams, L Bassant

Introduction Students will have the opportunity to choose between the two disciplines. Students will have the experience of working to a Photography and Graphics brief, where they will learn how to use a digital SLR camera, the basics of graphic design (branding, typography, imagery) and investigate different methods and techniques to successfully communicate a concept. After the initial brief, students will decide which discipline to study. This is a two year, linear course with two components for both Photography and Graphic Communication:

1. A practical 'Personal Investigation' into a specific area of the Arts with a related written academic study (60% of the final grade).
2. An externally set exam (structured around the skills, knowledge and understanding developed throughout the course) with an 'early release' question paper giving you time to fully prepare for the final practical exam at the end of the course (40% of the final grade).

Aims of the Course The Photography and Graphic Communication course is an innovative course that aspires to be at the forefront of the discipline and is an essential component to the modern, multimedia world we live in. This course will equip you with an academically informed skills base and a high quality portfolio that will support your path into Higher Education and employability within the Photographic Communication, Computer Generated Graphics, Fashion, Gaming and Interactive Media & Design Industries including web, app and game design, advertising, packaging design, design for print, illustration, communication graphics, branding, motion graphics and design for film and television. The course will push your perceptions of visual communication.

How You Are Assessed AO1: Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.
AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops.
AO3: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress.
AO4: Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.

Links to Future Careers There are many and varied careers within the Photographic and Graphics Communication Industries, including Film, TV, Advertising, Gaming, Fashion, Branding, Multimedia Motion Graphics and Packaging Design.

Entry Requirement

Grade 5 in Photography, Art & Design or Fine Art GCSE

**Students who have not studied the above courses may still be considered. They will be required to submit a portfolio.*