



# Art & Design

## A-Level Graphic Communication

**Subject** Graphic Communication

**Exam Board** AQA

**Specification Numbers** 7203(c) 7203(x)

**Teacher Responsible** L Bassant

**Introduction** Unlock your creative potential with the two-year AQA Graphic Communication course, where artistic talent meets strategic visual storytelling. Designed to take you to discover concepts—such as branding, typography, colour theory, and composition—to advanced execution, this linear course empowers you to master and craft compelling messages that captivate audiences. Following an initial introductory brief, you have the flexibility to specialise in the graphic discipline that inspires you most, ranging from fashion branding to motion graphics. It also serves as an ideal progression for GCSE Photography students looking to integrate imagery with text. In today's visual-driven world, skilled graphic designers are in high demand across every sector.

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** Graphic Communication 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 Branding, 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 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.*