



THE CREATIVE
COLLEGE IN
HUDDERSFIELD

A Level

GRAPHIC DESIGN



WHY STUDY GRAPHIC COMMUNICATION?

When you judge a book by its cover, choose a product because you have seen the ad, instantly recognise a company by its logo, or go to an exhibition after seeing a poster, then you are responding to visual messages - this is what graphic communication is all about.

Book covers, magazine spreads, advertising, brand logos, product packaging, animation, websites, film and television all rely on graphic communication to express ideas and communicate powerful and persuasive messages or information visually, using a combination of image, typography and layout. Targeting the audience to whom the messages and ideas are directed helps designers choose the appropriate approach, style or medium in order to maximise their impact.

With the explosion of digital media and the growing demand for designers and illustrators in this sector as well as the wider commercial world, learning Graphic Communication is a key asset.

WHAT IS THE COURSE ABOUT?

The Graphic Design team believe people need the basic skills taught in the correct way to enable a successful two years at the college - "intro to digital" is the perfect starting point to underpin all Adobe Photoshop / Illustrator/ InDesign /After Effects programs, these are building blocks for the next two years.



Stage 1 Personal Investigation

This is a practical investigation supported by written material. Students are required to conduct a practical investigation into an idea, issue, concept or theme supported by written material. The focus of the investigation must be identified independently by the student and must lead to a finished outcome or a series of related finished outcomes. The investigation should be a coherent, in-depth study that demonstrates the student's ability to construct and develop a sustained line of reasoning from an initial starting point to a final realisation. The investigation must show clear development from initial intentions to the final outcome or outcomes. It must include evidence of the student's ability to research and develop ideas and relate their work in meaningful ways to relevant critical/contextual materials. The investigation must be informed by an aspect of contemporary or past practice of artists, photographers, designers or craftspeople.

Stage 2 Externally Set Assignment

Separate question papers will be provided for each title.

Each question paper will consist of a choice of eight questions to be used as starting points. Students are required to select one. Students will be provided with examination papers in February of year two.

Preparatory period - from 1st February
Supervised time - 15 hours

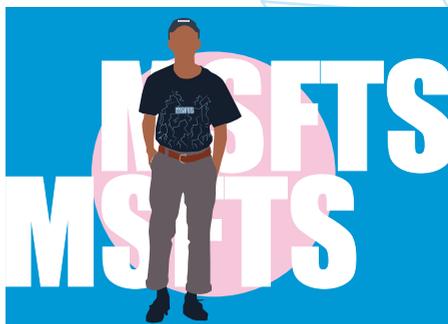
Assessment

Component 1: Personal Investigation

No time limit
96 marks
60% of A-level

Component 2: Externally Set Assignment

Preparatory period + 15 hours
supervised time
96 marks
40% of A-level



FUTURE PATHWAYS IN ART & DESIGN!

There are so many career opportunities in the creative industry. Everything you see around you needs input from a creative with an education in Art & Design,

whether it be the design of your shoes or the advert/article/layout of the shop you first saw them in. Art & Design is all around us every minute of every day!

**INTERIOR
DESIGNER**

**ART
HISTORIAN**

**FREELANCE
DESIGNER**

**COSTUME
DESIGNER**

**GRAPHIC
DESIGNER**

**TEXTILE
DESIGNER**

**PHOTO-
GRAPHER**

**FASHION
DESIGNER**

**PATTERN
MAKER**

ILLUSTRATOR

**FINE
ARTIST**

**SCREEN
PRINTER**

**EXHIBITION
CURATOR**

**ART
DIRECTOR**

**VISUAL
MERCHANDISE**

TAILOR

**WEB
DESIGNER**

**SET
DESIGNER**

ADVERTISING

**TOY
DESIGNER**

EDUCATOR

SEAMSTRESS

**VISUAL
DESIGNER**

**CREATIVE
ARTWORKER**

For more information about this course or the Studio School, contact us via phone: **01484 382140**, email us: **hello@studio-school.org.uk**, or visit our website: **www.studio-school.org.uk**

**The Creative & Media
Studio School**
Netherhall Learning Campus
Rawthorpe Terrace,
Huddersfield,
HD5 9NY