Choose a brighter future, choose Graphics

OCR A Level Art and Design
Graphic Communication (H602)

Graphic Design is an exciting and rapidly evolving creative subject. Students will be introduced to a variety of graphics media including a wide variety of different materials and techniques to create typography and images. These include drawing, painting, photography and using industry standard software such as Adobe Photoshop, Illustrator and In Design.

Students will look at areas of graphic design used in everyday society such as advertising, packaging, typography, illustration, logos and will respond to a design brief, concept or idea. As in all areas of art and design, students will need to research and refer to historical and contemporary developments and different styles and genres in their chosen area of graphic design.

In the second year, the project units will build on the skills, knowledge and understanding and will allow for a greater depth of study and experience with opportunity to develop more individual interests.

Subject Entry Requirements
Level 4+ in Art and Design or Graphics
Students who have not studied art or graphics previously need a portfolio of creative work to help their application.

Content overview
Component 01: Personal investigation (60%)
There are two distinct elements:
A practical portfolio with supporting contextual research in response to a set theme. The portfolio may be presented in a format appropriate to the specialism and area of study chosen.
A related study using words and illustrations demonstrating the context in which their portfolio exists, exploring the relevant genre, subject matter, movement or historical framework of the selected theme.

Component 02: Externally set task (40%)
Students can choose a starting point from any of the seven given themes for which they will generate an appropriate personal response for assessment. They will carry out preparatory work to research, plan and develop their ideas, before engaging in 15 hours of supervised time to complete their work.

Brighter academic opportunities
University
Birmingham City University
Birmingham City University
University of Worcester
Coventry University
Solihull College & University Centre
WCG (Royal Leamington Spa)

Degree Course
Graphic communication
Video games design and production design
Graphic design
Graphic design
Graphic design
Graphic design and multimedia

Brighter employment opportunities
Job title
Junior Graphic Designer
Middleweight Graphic Designer
Brand Consultant / Designer
Senior Graphic Designer
Digital Media / Website Designer
Creative / Art Director

Typical salary
Up to £25,000 pa
£30,000 - £36,000 pa
£30,000 - £36,000 pa
£40,000 - £55,000 pa
£35,000 - £55,000 pa
£50,000 - £70,000 pa