

A Level Graphic Communication



"The creative industries are the UK's fastest growing sector, growing in every region and at twice the rate of the wider economy."
Alan Bishop Chief Executive Creative Industries Federation

The Art Department has delivered another year of outstanding teaching and learning, despite the challenging climate. All our creative subjects achieved positive progress 8 scores. Our Art Department is again one of the best providers of creative courses in Leeds. Some of last year's students used their UCAS points as a pathway onto 'non-creative' University courses, whilst others are now undertaking creative degrees in areas such as architecture.

The Graphic Communication course involves responding to a brief by using both text and imagery. The graphics that are produced could be used to sell products, inform an audience or promote an event. Individuals who are creative, lateral-thinking problem solvers are in very high demand within industry. There are approximately 3 million creative jobs in the UK alone. Commercial areas inclusive of graphic design, game design, advertising, media and design using new technologies are undergoing unprecedented growth. Creative people now have an instant world-wide market. In any future career path, good grades and outstanding marks impress universities and employers as they indicate skill, a strong work ethic and commitment. These are attributes that are acquired as part of the graphic communications course.

How you will be assessed:

Component 1: (60% of the final grade): coursework consisting of a portfolio of artwork, photography and annotations and a word-processed research document of between 1000-3000 words.

Component 2: (40% of the final grade): an externally set task where, from a set starting point, a portfolio of work is produced, followed by 15 hours of controlled assessment.

What you will need to get started:

To fulfil the course entry criteria of the A-Level Graphic Communications course you will require GCSE Graphic Design at grade 5 or GCSE Art and Design at grade 5 and English at grade 4. An ability to embrace and use new technologies, work independently, meet deadlines, be self-motivated, take creative risks and show originality is essential.

What next?

After completion of your A-Level course you can undertake a foundation course at establishments including Leeds Arts University. Alternatively, you can enroll directly onto BA (Hons) undergraduate courses such as Animation, Architecture, Interior Design, Games Design, Product Design, Web Design, App Design, Comic and Concept Art, Creative Advertising, Graphic Design and Illustration.



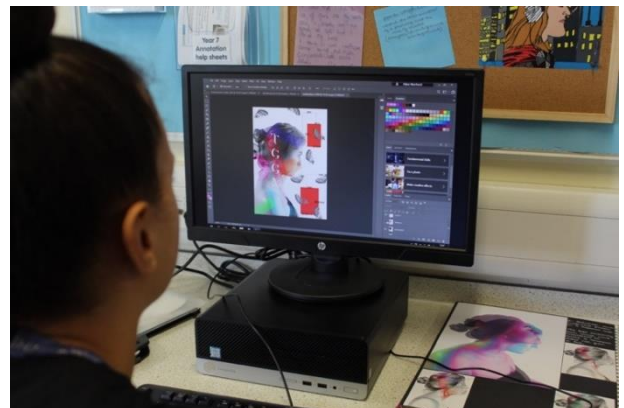
What our students say:

"Developing my creative skills helps me on my graphics course, with other subjects and when attending work experience."

Alfie, former student

"Creative courses allows me to develop

independent skills, a quality which universities and employers look for." **Katie, former student**



What next?

The creative sector encompasses areas such as advertising, marketing, architecture, landscape architecture, interior design, crafts, graphic design, product design, fashion design, film, TV, video, photography, publishing, visual arts, animation, web design, video games, visual effects, theatre, music video and

... pursuing excellence

public relations.

... pursuing excellence