

SUBJECT NAME: GRAPHIC COMMUNICATION

AWARD RECEIVED NATIONAL 5 or NATIONAL 4

The Graphic Communication course provides you with the opportunity to gain skills in reading, interpreting and creating graphic communications.

The course enables you to develop:

- skills in graphic communication techniques, including the use of equipment, graphics materials and software
- the ability to extend and apply knowledge and understanding of graphic communication standards, protocols and conventions
- an understanding of the impact of graphic communication technologies on our environment and society

ENTRY LEVEL – What do I need to do it?

The National 4/5 course invites you to further develop your creative graphic design and presentation abilities, building on the graphic communication skills you have developed in S1 core technologies and the S2-3 Graphics, Design & Manufacture elective course. Ideally you will have completed the S2-3 GDM elective course, however, those students who have not followed the GDM elective course, but who are keen to explore and develop their skills in creative graphic design and presentation are welcome to join the course.

COURSE CONTENT – What will I learn?

Throughout the course you will be given the opportunity to develop your skills in creative graphic design and presentation to create a range of Preliminary, Production and Promotional graphic types.

2D graphics:

You will develop 2D freehand sketching techniques as a quick and effective means of recording, developing and communicating your preliminary ideas graphically. You will also build on your knowledge of orthographic projection, developing not only greater spatial awareness, but an in depth understanding of the principles and conventions of orthographic layouts and production details. You will develop your knowledge and understanding of graphic principals with regards to layout and DTP to generate high quality promotional graphics.

3D graphics:

In addition to 2D sketching, you will also develop your 3D freehand sketching and manual rendering techniques using a variety of graphic media. This will allow you to generate high quality preliminary and promotional illustrations. You will also use our AutoDesk Inventor software to generate dimensionally accurate representations of products from your preliminary sketches, generating high quality visual images for use in your promotional layouts.

You will also gain an understanding of commercial graphic design, combining elements of recognised professional standards for graphic communication, alongside showcasing your graphic design creativity and ability to create strong visual impact in your work

TEACHING METHODS – What will I do?

The course is by its nature highly practical, exploratory and experiential. and you will spend your time in the design/clean room developing your design skills through a number of folio tasks. Other teaching methods may include:

- Class discussion

- Written tasks
- Drawing-board work
- Group work

ASSESSMENT

At National 5 level, you will be expected to complete and submit a number of graphic design assignments throughout the year alongside a number of class tests in order to inform your next steps for learning as you progress through the course.

Assessment tasks may be drawn from one or more of the following design briefs*:

Bottle-stopper – Design and model an Alessi inspired bottle stopper, including associated production drawings and promotional layouts.

Nut-Cracker – Design and model a novelty nut cracker and its packaging, based upon a Sci-Fi robot theme.

Juice bottle – Promote a new concept for a healthy sports drinks, including the design of the bottle, label and advertising materials.

At the end of the National 5 course you will complete an assignment (40 marks) which requires you to apply course knowledge and skills in response to a given problem or situation, this element will be both externally set and marked. You will also sit an externally set and marked question paper (80 marks)

National 4 students must also complete a number of internally marked assignments to generate evidence for each unit in order to gain the course award at this level. At National 4 level you will complete an Added Value Unit requiring you to generate a series of graphic elements in response to a given situation.

All students will be encouraged to work towards the National 5 qualification, with an option to complete the course at National 4 level if it becomes evident that this is a more appropriate level of study.

HOMEWORK

You will be expected to complete weekly homework tasks to consolidate your knowledge of graphic design principles and elements. Additionally, you may be asked to complete some folio tasks outside class time, this may involve CAD and DTP work. If you do not have access to ICT at home, you can use the CDT department computers during lunch or after school to complete homework tasks. The department will also have arrangements in place to allow you to complete extra work if you require.

PROGRESSION IN THE SENIOR PHASE

Success at National 4 will allow you to progress to the National 5 Graphic Communication course.

Success at National 5 will allow you to progress to the Higher Grade course in Graphic Communication.

Students may also consider moving sideways to courses in National 4/5 Design & Manufacture and National 4/5 Practical Woodworking.

COURSE COSTS

The National 4/5 Graphic Communication course has a cost of £5 associated with it and students will be able to retain their portfolio of evidence as part of their future applications to graphics based courses in further education.

**Note: Design tasks are subject to change*