

SUBJECT NAME: GRAPHIC COMMUNICATION

AWARD RECEIVED: HIGHER

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
- creativity in the production of graphic communications to produce visual impact in meeting a specified purpose
- skills in evaluating the effectiveness of graphics in communicating and meeting their purpose
- an understanding of graphic communication standards protocols and conventions, where these apply
- an understanding of the impact of graphic communication technologies on our environment and society

ENTRY LEVEL – What do I need to do it?

The Higher course invites you to further develop your creative graphic design and presentation abilities. Ideally you will have completed National 5 Graphic Communication course, however, those students who are keen to explore and develop their skills in creative graphic design and presentation may be able to join the course following discussion with the Principal Teacher of Craft, Design & Technology.

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:

In this area you will develop your creativity and presentation skills within a 2D graphic communication context, allowing you to initiate, plan, develop and communicate ideas graphically, using two-dimensional graphic techniques. You will develop a number of skills and attributes within a 2D graphic communication context, including spatial awareness, visual literacy, and the ability to interpret given drawings, diagrams and other graphics. Additionally, you will evaluate the effectiveness of your own and given graphic layouts to meet their purpose.

3D graphics:

Here you will develop your creativity and presentation skills within a 3D and pictorial graphic communication context, again allowing you to initiate, plan, develop and communicate ideas graphically, using three-dimensional graphic techniques. You will further develop your skills and attributes including spatial awareness, visual literacy within a 3D graphic communication context. Again, you will be expected to evaluate the effectiveness of your own and given 3D graphic communications to meet their purpose.

Across both areas of study, you will develop an understanding of how graphic communication as an activity, and graphic technologies by their use, impact on our environment and wider society.

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 Higher 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*:

Festival ticket – Develop a design for ticketing for a festival of your choice, including associated preliminary and promotional graphics.

Garlic Press– Design and model a high end garlic press and its packaging, based upon the theme of Alessi, creating all preliminary, promotional and production graphics to fully explore the product.

Spray Bottle– Design and model a plant spray bottle, including the design of the bottle, spray mechanism, label and advertising materials.

At the end of the Higher course you will complete an assignment (50 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 (90 marks)

HOMEWORK

You will be expected to completed 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 Higher will allow you to progress to the Advanced Higher Graphic Communication course.

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

COURSE COSTS

The Higher 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*