

## **SUBJECT NAME: GRAPHIC COMMUNICATION**

### **AWARD RECEIVED: ADVANCED HIGHER**

The Advanced Higher Graphic Communication course enables you to develop and extend your range of graphic communication and design skills, including the use of specialist graphic equipment, materials and software, along with developing wider skills for enquiry, analysis, problem solving and evaluation. As well as developing your knowledge of Graphic Communication, you will be given opportunity creatively applying that knowledge in context.

The course enables you to develop:

- skills for enquiry, research and evaluation in the commercial contexts of graphic communication
- critical understanding of the impact of advanced graphic communication technologies and activities on our environment and society
- skills in applying graphic communication design principles and techniques in the various contexts of commercial activity
- skills in the use of software applications in producing creative, meaningful and effective graphic items and solutions to contextualised problems and challenges
- skills in creatively applying graphic presentation work and animation techniques to satisfy the needs of commercial activities and those of their audiences
- the ability to demonstrate independence in learning and thinking

### **ENTRY LEVEL – What do I need to do it?**

You will have completed the Higher Graphic Communication course to a high level of competency, ideally gaining a B grade or higher at this level. Additionally, you should be capable of working independently on a mixture of teacher set graphic design tasks and self-directed project work.

### **COURSE CONTENT – What will I learn?**

The Advanced Higher Course encourages you to respond to a level of challenge in the design and development of publications and graphic promotional activities for selected clients. You will develop a deeper understanding of the broad roles, contributions and responsibilities of those working in a graphic discipline to analyse, problem solve, present, innovate and create visual solutions to the specific commercial graphic needs and requirements of your client.

With significant opportunities for personalisation and choice, the Course encourages you to be creative and independent, providing the skills and enthusiasm for lifelong learning in this area and support those who have a deep interest in using graphic communication as a vehicle for exploring issues, contexts and applications in the world of business, industry and the built environment.

On completing the Course, you will have developed greater skills in analysis and problem solving, graphic design and application, and the use of advanced software applications and techniques in producing high quality graphic solutions.

### **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 tasks. Other teaching methods may include:

- Class discussion
- Written tasks
- Drawing-board work
- Group work

## ASSESSMENT

The Advanced Higher Course consists of two mandatory Units and a Course assessment. The units of learning and assessment are as follows:

**Technical Graphics** - This unit will provide you with opportunities to develop and creatively apply the graphic communication knowledge, skills and understanding which directly support graphic designing and communication activities in the various contexts of technical activities. It will enable you to experience graphic communication in technical detail through the exploration of the purposes, applications and audience requirements. It is expected that you will be using a range of knowledge and skills in both manual and electronic-based graphic communication activities. You will have significant opportunities to explore the use of detailed 2D and 3D graphics in modelling, graphic visualisation and technical/mechanical animation in relation to specific technical activities.

**Commercial and Visual Media Graphics** – Here you will be provided with opportunities to develop skills and explore techniques in creating a range of effective visual media graphics including their application in the fields of commercial publishing and promotion. You will develop an understanding and appreciation of the broad commercial and visual media use of graphics including presentation work, magazines, newspapers, informational manuals, static promotional work, website page layout, graphic design, advertising and point of sale, digital media, games, animation, expressive arts, electronic-based learning and advertising.

Throughout the course you will develop and appreciation of the need for Graphic design work to be iterative, with an expectation of review, evaluation, amendment and presentation, and with a deep understanding of the needs of the intended audience.

At the end of the Advanced Higher Course you will complete a self-directed project (120 marks) which requires you to apply course knowledge and skills to design and produce an effective graphic solution(s) for a specified client. You will also sit an externally set and marked question paper (80 marks).

## HOMEWORK

You will be expected to complete weekly homework tasks to consolidate your knowledge of graphic design principles and elements. Additionally, you will be expected to complete 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 Advanced Higher may allow you to progress towards:

- further studies in graphic-related disciplines
- careers in the engineering, architecture, advertising, digital media, publications, graphic design, creative arts, interior design, marketing and promotion, landscape architecture and design sectors

## COURSE COSTS

There are no course costs directly associated with Advanced Higher Graphic Communication, however students may wish to have some elements of their course work professionally printed should they seek to develop their portfolio of evidence as part of their future applications to graphics-based courses in further education.