ADVANCED HIGHER – GRAPHIC COMMUNICATION

Purpose and aims of the Course

The purpose of the Advanced Higher Course is to develop learners' skills in communicating using graphic media, and in interpreting, understanding and critically evaluating graphic media created by others. These skills are essential for people of all ages living and working in a modern society. The way in which visual information is communicated has a direct influence and effect on our decisions, actions and emotions as we go about our everyday business. We rely heavily on the accuracy of information conveyed by graphic communications, from complex engineering and technical information, simple display and informational graphics, to animations and moving graphic media. We are bombarded by imagery in a visual, technological and virtual world with different, often dynamic graphic information that captures and competes for our attention.

Society and the world of work require individuals engaged in graphic activities to support business and industry and to contribute meaningfully in an information-rich world. Given the pervasiveness of communication through modern technology, it is logical that individuals are increasingly confident, fluent, flexible, creative, ethical and effective in its use. Studies and activities in graphic communication will serve individuals well in their understanding of the ways in which such activities impact on our environment and society.

With significant opportunities for personalisation and choice, the Course encourages creative and independent minds and provides skills and enthusiasm for lifelong learning. It draws on the skills, knowledge and understanding from other experiences, as well as those from graphic communication, to prepare learners through a rich and integrated learning experience.

The Course develops through a number of graphic themes and approaches, and the learner may tailor their studies and choices to suit their intended pathways. Additionally, within the Units there is scope for flexibility and it is therefore likely that learners will experience their studies in different but equally valuable ways.
The Course provides opportunities to study a diverse range of graphic applications which might include, business, industrial and the built environment, computer-aided work, publishing and moving graphic media.

The aims of the Course are to enable learners 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

Course Content and Assessment

Technical Graphics (Advanced Higher)
This Unit will provide opportunities for learners 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 learners to experience graphic communication in technical detail through exploring the purposes, applications and audience requirements. Within this Unit it is expected that learners will be using a range of knowledge and skills through manual and/or electronic-based communication activities. Learners 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 technical activities.

Commercial and Visual Media Graphics (Advanced Higher)
This Unit will provide opportunities for learners to develop skills and explore techniques in creating a range of effective commercial and visual media graphic communication activities and their application in the fields of publishing and promotion. This Unit will attract learners with an interest in the broad commercial and visual media use of graphics which might include 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. Graphic design work will be iterative, with an expectation of review, evaluation, amendment and presentation, and with a deep understanding of the needs of the intended audience.All of the course content will be subject to sampling in the external assessment.

Assessment
In this Course, added value will focus on breadth, challenge and application.
The learner will draw on and apply the skills, knowledge and understanding they have developed throughout the core units described above. These will be assessed through a combination of a **Project** and **Question Paper**.