



GRAPHIC COMMUNICATION: NATIONAL 4/5

Why Graphic Communication?

Communicating and interpreting information is an essential part of contemporary society. Examples of using graphics to communicate ideas and information is everywhere in the world around us, yet, how aware of these are we? Graphics enables industry, people and business' to exchange ideas and information quickly and effectively without confusion, making the ability to communicate information graphically a vitally important and relevant skill to possess.



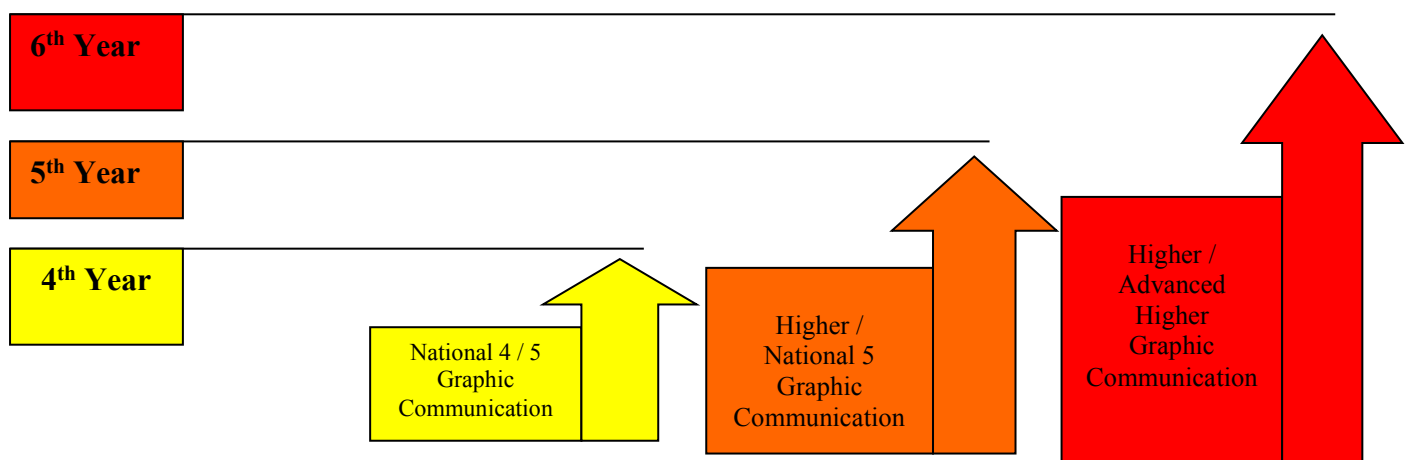
There are many forms of Graphic Communication, from signs and symbols, to detailed technical drawings of house plans, to promotional graphics and advertising. We go through our day to day life coming into contact with a whole variety of information like this that has been presented and communicated to us graphically. The Graphic Communication course is intended to make pupils aware of the role of graphics in society and to help students develop the essential graphics skills and techniques employed in their creation.



With the world of Graphic Communication covering such a wide variety of styles and modes of communication, this course offers pupils the opportunity to explore these through a variety of creative, practical and challenging activities.



This comprehensive course will stimulate many pupils who enjoy the varied aspects of Graphics and are keen to develop skills, which will provide an ideal platform for future progression into a Graphic Design related field: **Architect, Product Design, Automotive Design, Fashion Design, Interior Design, Graphic Design, Engineering.**



AIM OF COURSE

The Graphic Communication course provides opportunity for pupils to gain skills in reading, interpreting, and creating graphic communications. Pupils will be given the opportunity to initiate, develop and communicate ideas graphically allowing them to develop spatial awareness and visual literacy through a number of graphic experiences.

A largely practical based course, Graphic Communication combines elements of recognised professional standards, partnered with graphic design creativity and visual impact.

Being part of the Design Technology curriculum, pupils will be actively encouraged to engage with technologies, allowing them not only to develop skills within relevant software, but encourage them to consider the impact that graphic communication technologies have on our environment and society.

The aims of the Course are to enable pupils to:

- Develop skills in graphic communication techniques, including the use of equipment, graphics materials and software.
- Extend and apply knowledge and understanding of graphic communication standards, protocols, and conventions where these apply.
- Develop an understanding of the impact of graphic communication technologies on our environment and society.

COURSE CONTENT

The Graphic Communication course is designed to allow pupils to develop skills in 2D and 3D graphics, as well as pictorial graphics. They will be able to apply these skills across a range of graphics that require relevant visual impact and graphics that transmit information.

In addition to the Course assessment, the Course includes two mandatory Units. Both Units are designed to provide progression to the corresponding Units at Higher.

2D Graphic Communication

This Unit helps pupils develop their creativity and skills within a 2D graphic communication context. It will allow them to initiate, develop and communicate ideas using graphic techniques in straightforward and familiar contexts.

3D and Pictorial Graphic Communication

This Unit helps pupils develop their creativity and skills within a 3D and pictorial graphic communication context. Again, it will allow learners to initiate, develop and communicate ideas using graphic techniques in straightforward and familiar contexts.

ASSESSMENT

To gain the award of the Course, pupils must pass all of the Units as well as the Course assessment. The Course assessment consists of a question paper and an assignment known as 'Added Value Unit'.

The purpose of the question paper is to assess the pupils' skills, knowledge and visual literacy through the graphic techniques and practice they have acquired throughout the course. The question paper will have 80 marks (67% of the total mark).

The purpose of the Graphic Communication Assignment is to draw on, extend and apply the skills and knowledge developed and acquired during the Course. The assignment will have 40 marks (33% of the total mark).

Further advice and information on these options is available from your Subject Teacher, Home Area Principal Teacher and Careers Adviser.