

GCSSE

GRAPHIC COMMUNICATION



**GCSE Art & Design
(Graphic Communication)**

Graphic design is both an art form and a method of communication with many aspects. In these days of GUIs (Graphical User Interfaces) UI and UX (User Interface and User Experience) graphic design skills are becoming an increasingly important and desirable skillset.

INTERACTIVE MEDIA
We all interact with some kind of media every day, especially on our smartphones. Learn how to create great interactive graphics for the web, apps and games design (characters and environments).

Component 1 and 2 requires students to work in one or more areas of graphic communication, such as communication graphics, design for print, advertising & branding, illustration, package design, typography, interactive design, multi-media, motion graphics, signage and exhibition graphics.

SIGNAGE
Think of a time when you didn't see signs telling you directions or where the nearest toilets are. Street signs, shop signs, festival signs. Signage is art and science combined because it controls our behaviour. Think of signage in an airport or a station. Street signs and the like.

DESIGN FOR PRINT & WEB
Graphic designers are responsible for creating great looking websites. The coding guys make it functional, the designers make it WORK! It's the same with printed material. Graphic designers make printed content work! We'll show you how to unleash your creativity!

ILLUSTRATION
Every time you draw or doodle you're illustrating. In this course we will show you how to use industry standard hardware and software to turn those drawings and doodles into stunning pieces of graphic art and illustrations including manga and graphic novel artwork.

TYPOGRAPHY
This is the art of using type to convey messages in new and interesting ways. Typography isn't just about letters and fonts - it's about using these in unique and engaging ways to capture an audiences attention. We will show you how to create great typographic art.

ADOBE CREATIVE CLOUD
As a UTC student you will have access to the full Adobe Creative Cloud suite of programs. You will be taught how to get the most from this powerful software.

COMMUNICATION GRAPHICS
Festivals, events, airports, railways stations, shopping centres all need and use communication graphics to assist and direct visitors. It's both a skill and an artform! Let your creativity loose!

Graphic designers work in all areas of the creative sector, creating amazing designs that we see around us (and probably take for granted) every day. But the world would be a much more boring place without their work! Branding, signage, advertising they do it all!

BRANDING & ADVERTISING
Iconic brands like Apple or Coca-Cola don't just appear out of thin air! Branding is a high-level skill much sought after by large and small companies and organisations alike. We will teach you the principles and techniques you need.

MULTIMEDIA
Learn how to create multimedia graphics to be shown in print, on the web and on screen. Use various media, materials and techniques to create stunning pieces of graphic design work. We want you to experiment fearlessly with your ideas!

MOTION GRAPHICS
Have fun creating these purpose-driven pieces that have the goal of presenting information to the viewer through the use of animated text or graphics. They are often used for teaching or training videos and is a highly sought after skill.

Learn all of the skills you will need for a rewarding career in the media industries taught by graphic designers and photographers, experts and specialists in their fields.

The creative industries are the fastest growing sector of the UK employment market!



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An Aldridge Community Academy