



## AS / A2 Graphic Design

### **WHY TAKE GRAPHIC DESIGN?**

This is the course for individuals with ambitions to progress into such areas as graphic design, website design, multimedia design, computer game graphics, publishing and printmaking.

### **WHAT ARE THE KEY AREAS OF STUDY?**

The AS and A2 courses comprise two units each - coursework units and end of course exam projects. All of these units are geared to allow personal responses and staff will encourage you to work to your individual strengths. Creation of original imagery is at the core of what you will do. You will be taught how to produce and manipulate imagery by using a wide range of industry standard computer software including Adobe Illustrator and Adobe Photoshop. You will also be encouraged to use other traditional methods of image making to fully explore your ideas.

### **WHAT SKILLS WILL I NEED AND DEVELOP?**

In Graphic Design, you will develop a theoretical and practical understanding of the effective use of visual communication, using a combination of traditional materials and computer-based processes (Adobe Creative Suite). During the course you will be taught how to interpret and convey ideas and concepts, as well as how to develop your imagination, creativity, documentary, and analytical skills.

### **ARE THERE ANY SPECIAL QUALIFICATIONS I NEED?**

You will need to have an interest in Graphic Design and have at least a grade C GCSE in an Art and Design subject or the equivalent. A passionate interest, understanding and commitment to the subject are also major requirements for success.

### **HOW WILL I BE ASSESSED?**

Informal assessment takes place throughout an assignment and there is a formal assessment at the end of each unit. At the end of the course you will exhibit your work, where it is finally assessed and externally moderated.

### **PRIESTLEY EXTRA**

Understanding and commenting on the work of other artists and designers is a vital part of the course and you will be encouraged to participate in gallery visits to enrich your own practice. As well as research trips and gallery visits, the department invites speakers from universities and from industry to talk to classes about career possibilities.