



BTEC National Diploma Graphic Design

WHY TAKE A BTEC NATIONAL IN GRAPHIC DESIGN?

This is a practical, work-related course. You will learn by completing products and assignments that are based on realistic workplace situations, activities and demands. As well as learning about the employment area you have chosen, you develop the skills you need to start a career in Graphic Design or progress to Higher Education.

WHAT ARE THE KEY AREAS OF STUDY?

You will take the five core units; Visual Recording, Materials, Techniques and Processes, Ideas and Concepts, Visual Communication and Contextual Influences. Additionally, there are specialist units ranging from Computers in Art and Design, Design for Advertising, Typographic Design, and Mixed Media Image Making. To complement the BTEC National Diploma, you will also study towards an NCFE qualification in Multimedia Design (Interactive Media). As well as providing you with valuable skills, you will learn how to produce interactive presentations and websites.

WHAT SKILLS WILL I NEED AND DEVELOP?

In BTEC Graphics, 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. This is the course for individuals with ambitions to progress into such areas as graphic design, website design, illustration, advertising, publishing and printmaking.

ARE THERE ANY SPECIAL QUALIFICATIONS I NEED?

The most important pre-requisite is a grade C GCSE or better in Graphics or another Art and Design related subject. However, a passionate interest, understanding and commitment to the subject are also major requirements for success.

HOW WILL I BE ASSESSED?

Some units of work are internally assessed through assignments set and marked by your tutors; others form part of the Final Major Project. When you have completed all the units of the course you will receive an overall grade for your qualification; Pass, Merit or Distinction.

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, both locally and abroad, to enrich your own practice. As well as research trips and gallery visits, we invite speakers from universities and from industry to talk to classes about career possibilities. A large proportion of the assignments are "live" - set by industry professionals.