

A LEVEL GRAPHICS

WELCOME TO A LEVEL GRAPHICS

- Learn how to communicate visually with wit and style
- Learn the principles of Graphic Design
- Acquire the discipline needed when working to a brief
- Discover the ideas that are behind the most significant movements in Art and Design
- Develop your illustration skills

UNITS:

The A level is a two-year course. The second year has two units, the second of which is an externally set exam.

YEAR 1 THE PORTFOLIO

You will produce a complete body of work, presented to professional standards in an organised form. Assignments will also be set during this period, these should be evidenced in full also. There will be regular formative assessments for target setting and review of your progress. This first year will be about skill building, supported by knowledge of historical and contextual issues vital to the development of graphic communication as we know it today.

OUTCOMES REQUIRED:

- Thoughtfully presented work with no omissions
- Completed assignments evidenced from beginning to end
- Additional sketchbooks, journals etc
- Documentation of the research you undertook that enabled you to create an effective final piece
- Your idea development logically presented and explained
- Well-crafted final pieces that represents your idea development

After the first year you will be confident in your abilities as a graphic communicator and you will have been able to identify which field of expertise interests you the most. Your own particular interests guide the second year of study and you should be more capable of independent study. Such skills represent maturity, and it is evidence of this more advanced level of sophistication that the examiners are looking for.

ASSESSMENT:

You will be set deadlines to work to, which you are expected to meet at all times. Your work will be formally assessed at regular intervals during the course. You will also be expected to talk about your work in the presence of your classmates.



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A LEVEL YEAR 2 COMPONENT 1 – THE PERSONAL INVESTIGATION

The personal investigation is an internally set assignment. A variety of themes are provided to choose from and through discussion with your peers, and negotiation with your tutors an area of study will become apparent. This unit will result in a portfolio of idea development informed by strong links with an artist/designer or 'school' of art/design. A written essay is also required focussing on this influence.

OUTCOMES REQUIRED:

- A professionally presented portfolio of work including comprehensive idea development based on a particular influence from a designer, artist or art & design school or movement
- Study should be based on an idea or theme
- A well-informed outcome appropriate for the medium and subject matter
- A 2000 word supporting essay investigating your primary historical or current influence for the assignment
- All other evidence relevant to the development of the assignment: sketchbooks, journals, planning etc



Jurassic Park logo, designed by Chip Kidd

A LEVEL GRAPHICS

A LEVEL YEAR 2 COMPONENT 2 –EXTERNALLY SET ASSIGNMENT

Examination papers are released on 1st February. There will be a total of fifteen hours when work is carried out in the studio, supervised but unaided by your tutors. The emphasis is on the development of ideas informed by your research and experimentation. You will be required to provide an answer to one question from a selection of eight. This will be your last assignment before you progress to higher education, so independent study is emphasised.

OUTCOMES REQUIRED:

- A professionally presented body of work appropriate for the subject matter and content of your answer to the selected question
- Documentation of the research you undertook that enabled you to create an effective final piece
- Your idea development logically presented and explained
- A well-crafted final piece that represents your idea development

All units on the A Level are assessed by the College, then moderated by AQA – the examining body.

Year 2	
<p>Component 1 – The Personal Investigation</p> <p>60% of A Level Final Grade</p> <p>Personal investigation supported by written element of 1000-3000 words, set and marked by the centre and moderated by AQA</p>	<p>Component 2 – A2 Externally set assignment</p> <p>40% of A Level Final Grade</p> <p>Work produced will be marked by the centre and moderated by AQA</p>



Phone Zombies by Steve Cutts

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THE SUMMER PROJECT

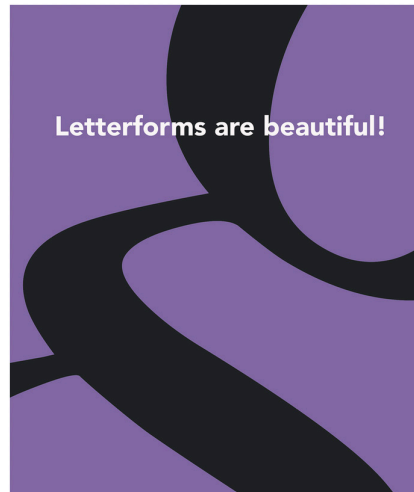
The summer project for A Level Graphics is part of your course, so is not optional. The results of your project will form the beginning of your coursework portfolio when we meet in September.

The first subject we will study will be Typography.

Typefaces are designed by experts. The shapes, rhythms and use of positive and negative space involved in design are carefully considered; each typeface having a language of its own, even before it is formed into words.

We will look at three basic 'families' of typefaces to begin with:

1. **Typefaces with serifs.**
2. **Typefaces without serifs**
3. *Scripts*



The choice of font for a design is important, as these three examples signify different things:

1. **TYPEFACES WITH SERIFS** (A serif is a flourish at the end of a character) Typefaces with serifs are associated with academic, formal contexts. They have a sense of history and authority.

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This typeface is called Baskerville Old Face



2. **TYPEFACES WITHOUT SERIFS** (Sans Serif typefaces) Sans serif typefaces are also known as 'Grotesque' or 'Modern' typefaces. They are designed for clarity, balance and are easily readable from a distance.

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This typeface is called Avenir Black



3. **SCRIPTS** Scripts are used to suggest the 'human touch'. They are organic and informal. They look as though they are handwritten and can also signify the sort of quality you get from something that is hand crafted by an artisan.

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This typeface is called Ballpark



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TASK

Using the camera on your phone, photograph 6 examples of each typeface. You will have 18 images in total. **Do not use images from the Internet.**

This task can be easily completed at home, but the use of typography can be found everywhere, for example graveyards, the roadside and your local high street.

At A level you are expected to use your imagination and initiative (you are studying a creative subject) so just providing the easiest and most convenient answer is not going to get high marks.

When we start our study in September we will be discussing why the designer selected each of the typefaces you have photographed.

Obviously keep to Social Distancing regulations, and only take photographs outside your home during your daily exercise.

Good luck and I look forward to meeting you in September



James Hepburn Subject Leader

Any questions, email me – jhepburn@halesowen.ac.uk