

Why Graphic Communication at GCSE?

Whilst you may have the details of the AQA Art and Design syllabus in your options booklet, you may still be asking this question. Here are some of our current students' answers to that, and some examples of theirs and other students' GCSE Graphics practical portfolio work.

Graphic Communication

Brief **Outcome** **Design** **T-shirt Design** **Typography** **Client** *Skills*
Print *Logos* **Visual Content** **Criteria** **Imagery** **Album Cover**
Magazine page **Message** *Advertisement* **Photoshop** **Stamps** **Artists**
Research **Card Design** **Technical** *Development* **Purpose** *Marketing*
Investigation **Designers**
Digital **Illustrator**
ICT **Inkscape** **Design Principles** *Techniques* *Branding*
Connections **Page Layout** **Publication** **Audience**
Drawing *Promotional Material* **Restaurant Menu** **Packaging**
Book Cover **Software** **Media** **GIMP** **Experimentation**
Theme *Photographs* *Responses* **Problem Solving** *Composition*
Visual Language *Postcard*

Fatima-Zahra - Year 11

“I picked Graphics as I have always enjoyed creating art, but also wanted to develop digital skills. I would highly recommend this course as GCSE Graphics enables you to explore your creativity - a great break from the rest of your academic subjects - whilst being able to build upon your traditional art skills and your digital design skills, both of which are valuable in a range of careers.”

Fatima-Zahra’s A3 mixed media drawing

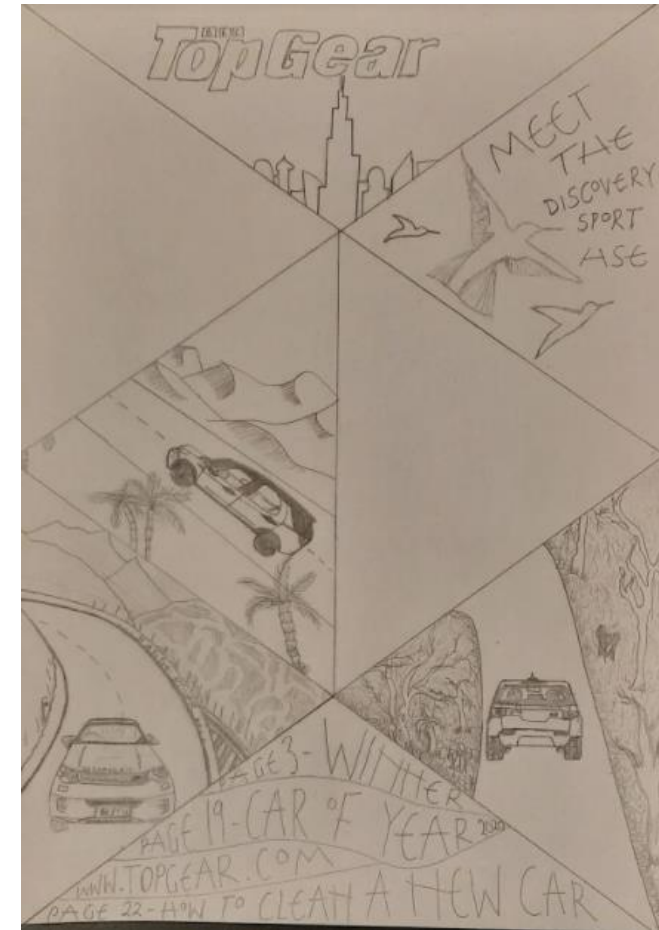


Fatima-Zahra’s A3 promotional poster for an American Food and Music Festival

Hafsah - Year 11

“Graphics is a really fun option to take as it gives you a great opportunity to be creative and learn lots of new artistic techniques. I chose Graphics as I liked how I had the flexibility to use digital media as well as hand media and I also liked how there is no written exam at the end of the course.”

Hafsah’s A4 composition drawing based on her theme ‘Journey’



Hafsah’s A3 promotional poster for an Asian Food and Music Festival

Simran - Year 11

“I chose graphics GCSE because I enjoyed fine art, but didn't feel confident enough in the pursuit of it and this seemed like the perfect compromise. It has been one of my favourite subjects and it is nice to have a break between other more intense subjects . It is a large amount of coursework , however its worth it at the end, and if you keep on top of your work it shouldn't be too much of a struggle! I would really recommend taking Graphics!”



Simran's observational drawing based on her theme 'In The News'



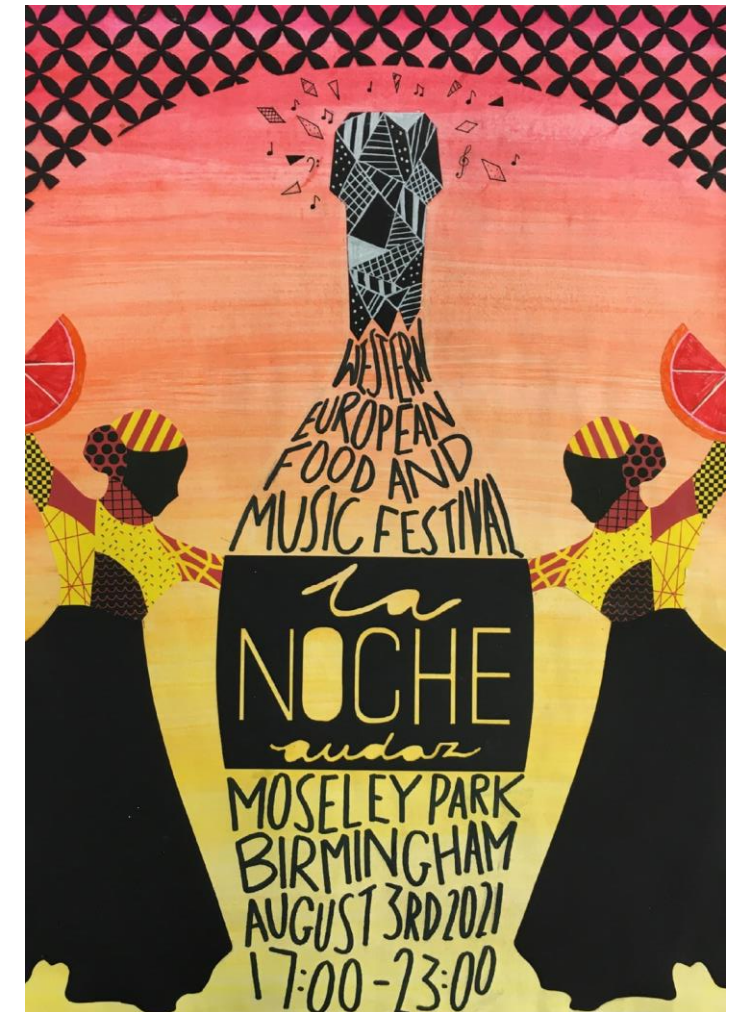
Simran's A3 promotional poster for a South American Food and Music Festival

Some more Y11 work...



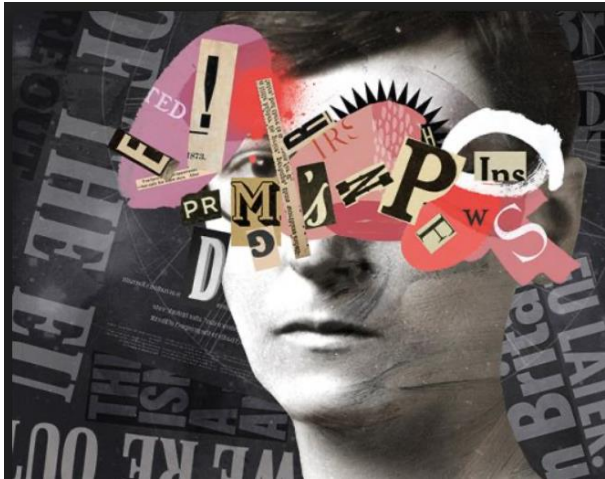
Aaliya's A3 promotional poster for an Asian Food and Music Festival

Fatimah's A3 promotional poster for an Asian Food and Music Festival



Navneet's A3 promotional poster for a Western European Food and Music Festival

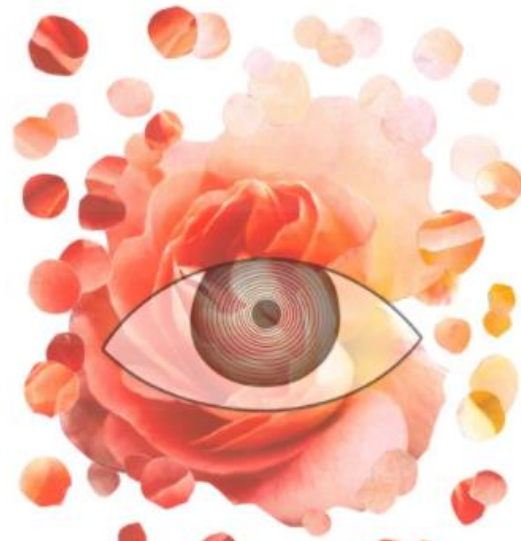
Some more Y11 work...



Jemimah's A5 observational study using coloured pencil



Eimaan's A6 artist studies using mixed media



Shivani's A4 film poster composition idea based on her theme 'Distortion'

Saadiqah's book cover artist response based on her theme 'Distortion'



Mona - Year 10

“I chose Graphics as a subject that could allow me to spend time doing something more creative, less academic and something to enjoy. Despite graphics being a lot of work and commitment, it is one of the subjects that I look forward to in the week as it allows me to do something different to all my academic based subjects. I refer to it as my baby subject because I spend the most time on it but could never complain about the time I put into it.”



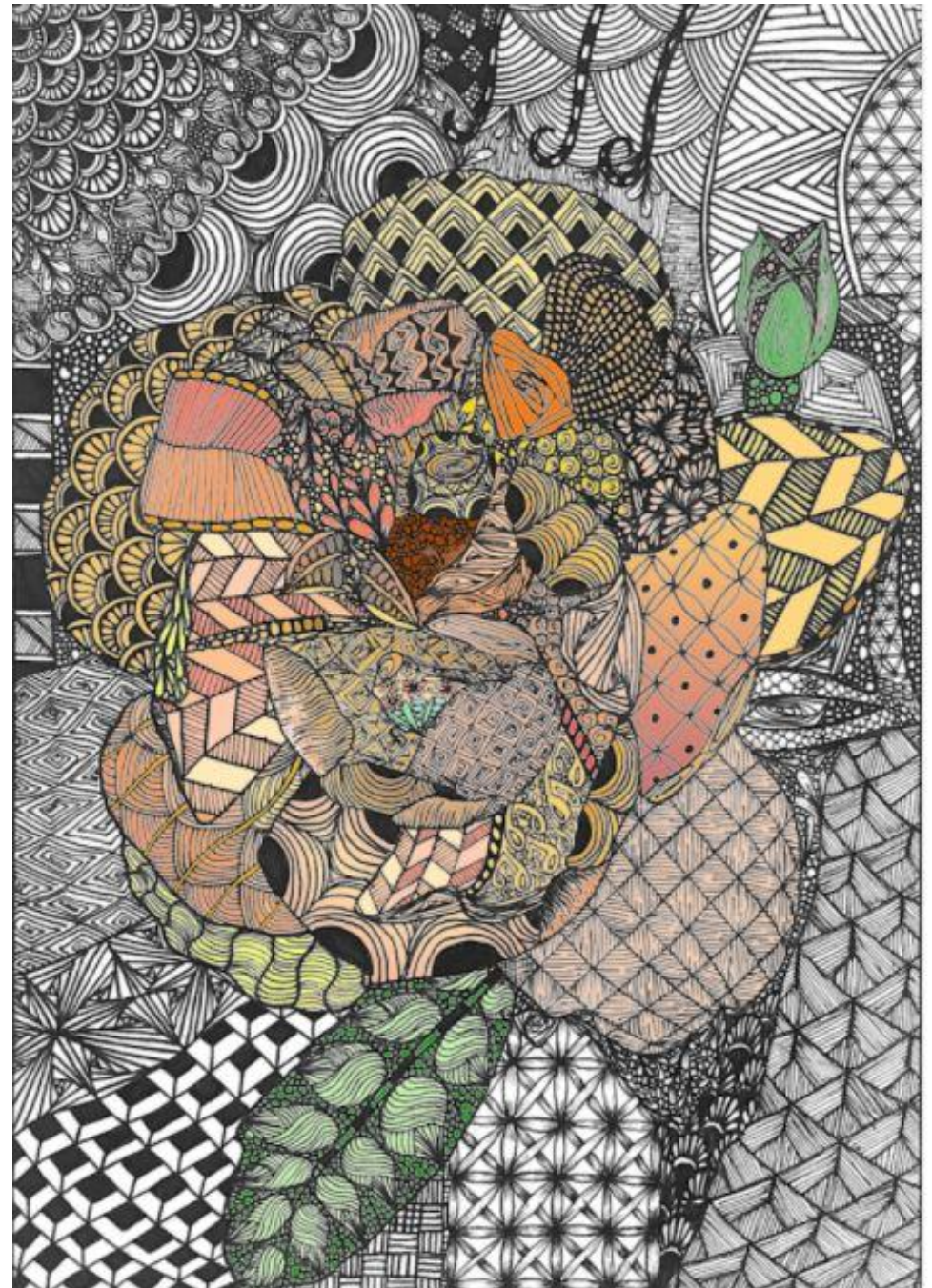
Mona's A4 design idea for a poster promoting RHS Chelsea Flower Festival

Aleenah - Year 10

“I chose Graphic Communication as a GCSE option because I was always interested in learning how to use Photoshop and Illustrator. I have always been passionate about digital art. I am able to research different artists and connect to their styles. In the past term, we have been researching a zentangle artist called Viktoriya Crichton. To connect to this artist, we are creating responses which include zentangle patterns, which we will later incorporate into our Project 1 poster for a garden show. In my opinion, drawing the different zentangle patterns was very relaxing. It was the most pleasurable homework I have done in Year 10!

Overall, Graphics is a very fun GCSE option, and is great for those who enjoy using different media, drawing, lettering and also using software. At times, the workload may seem overwhelming, but it is important to manage your time wisely and stick to deadlines. Teachers help you to complete the different tasks and some workshop tasks are taught via pre-recorded lesson tutorials.”

Aleenah's digital A5 artist response based on the theme Pattern



Simran - Year 10

“I chose graphics as a GCSE option because it gave me a chance to amalgamate my passion for art and design together through this subject. For me, Graphics GCSE is enjoyable and definitely worth the time and effort - as long as you plan your work and keep on top of it!”

Simran’s A4 design idea for a poster promoting RHS Chelsea Flower Festival

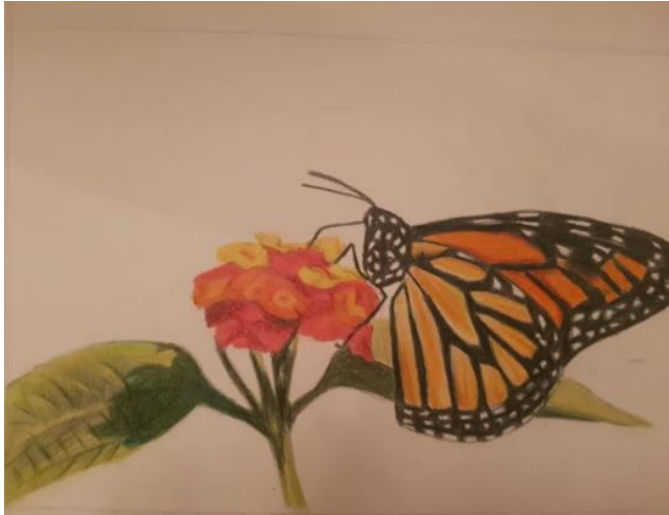


POSTER ANALYSIS

| | | | |
|--|---|--|--|
| <p>St Luke's Church, Henge Flower Festival COLOURS OF THE RAINBOW Saturday 20th & Sunday 27th June 10am - 4pm Green Team 100% Environment Home Production 100% and Recycled High Edge Recycled Orchestra 2.00 per hour by Singers of Peace Service in Home Learning</p> | <p>This poster is about a "Colours of the Rainbow" flower festival, held in St Luke's Church. The mood of this board is an attempt at vibrancy, as we can see with the use of tetradic colours (the oranges and the blues). We also see some green and purple, which are complementary colours - hence blending well together. However, the layout of this poster could be improved significantly, perhaps by the use of different fonts, less text information (as it can make the poster seem to busy and a bit boring to look at), and a different colour font for the "Colours of the Rainbow" text: as the blue flowers behind the purple font makes the text blend in to the background, rather than stand out.</p> | | <p>This poster is advertising the Odo Urban Garden Flower Festival. The use of the complementary colours on the roses (pink and green) makes the poster pop with colour and vibrancy, hence making the mood of the poster quite playful and harmonious with the pink and green again towards the bottom of the poster. The use of symmetry and centering gives the individual looking at the poster a focal point to focus on, and since the poster isn't crammed with text, the audience is more likely to only take away key information needed. Using a good balance of flowers around the poster gives it an organised and symmetrical look about it.</p> |
| | <p>This poster is advertising a street food festival. Here we can see a wide range of shades of cool colours within the food truck and the background, and a more or less central layout, the focal point of this poster being the sketch of the food truck. The use of different typography styles draws your attention to the key information on the poster, and balancing the text evenly across the top and the bottom of the poster in bold fonts and sizes is also effective in this. Using equal proportion again reinforces the sense of symmetry and balance in the poster. And finally, this poster cleverly uses the effect of different fonts and using of them to make separate parts of the poster to stand out more than others.</p> | | <p>This poster is also advertising a food festival, primarily using colourful imagery as the part of the poster that catches your eye first. Using different shades of green throughout the font as well as the images contrasts with the more brighter colours eg. yellow and red, creating a sense of balance between the two. Centering the information allows the person reading the poster to be able to take away the key info due to the bold font. Moreover, using the food imagery to form the title of "FOOD FESTIVAL" is impactful as it makes the text really jump out at you. Using very little negative space keeps your eyes occupied and busy looking at the rest of the poster.</p> |
| | <p>On this wildlife poster, we see the use of a bold image placed in the centre of the poster, and darker, cooler analogous colours to represent the solemn message that the poster is trying to convey. The animals that are placed over the globe (which is being held in human hands) looks like they may have been made using a knife tool and then being pieced back together, giving the animals a more broken effect. Moreover, the positioning of the animals around the globe creates a sense of them moving around the globe, also due to orientation of these images. Using different sizes and colours of fonts emphasises the main message of this poster.</p> | | <p>Here is another example of a wildlife poster. We see a lot of negative space in the poster, apart from a line of writing and a focal point - which is a reassembled sketch of a tiger. I think that this use of negative space is effective because it really makes the message that this is trying to convey more clear and more impactful. As there is a red hand in the middle of the tiger is a different colour, it makes the hand stand out more against the less dark background. Proportion and scale of the typography is, again, used cleverly to make the other text stand out more. This poster is a prime example of how the scale of an image, and the use of negative space is very impactful.</p> |

Simran’s poster research and analysis

Some more Y10 work...



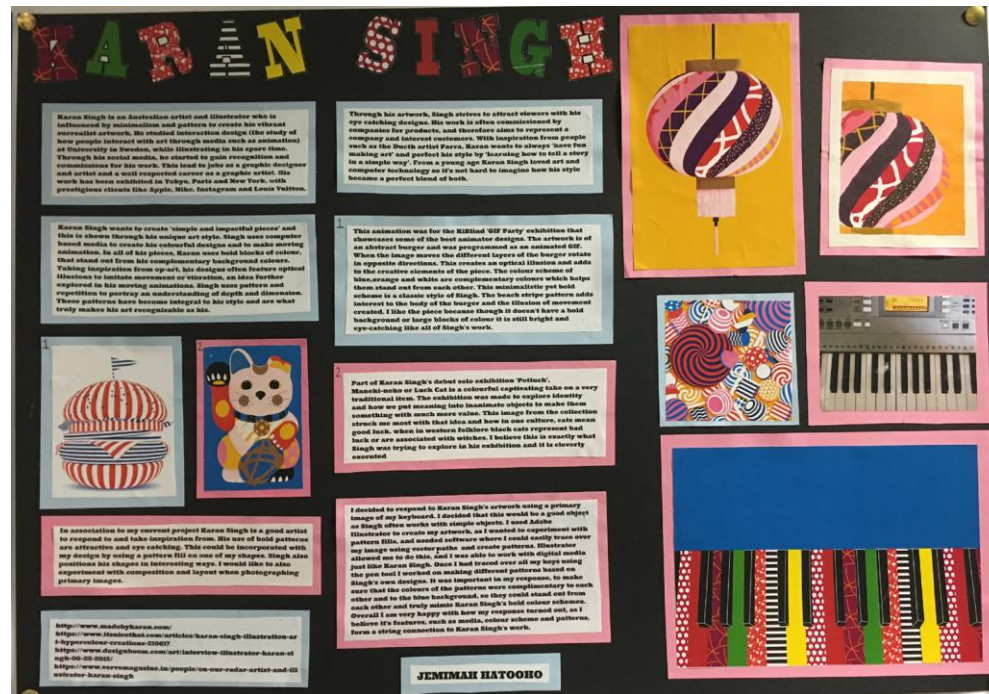
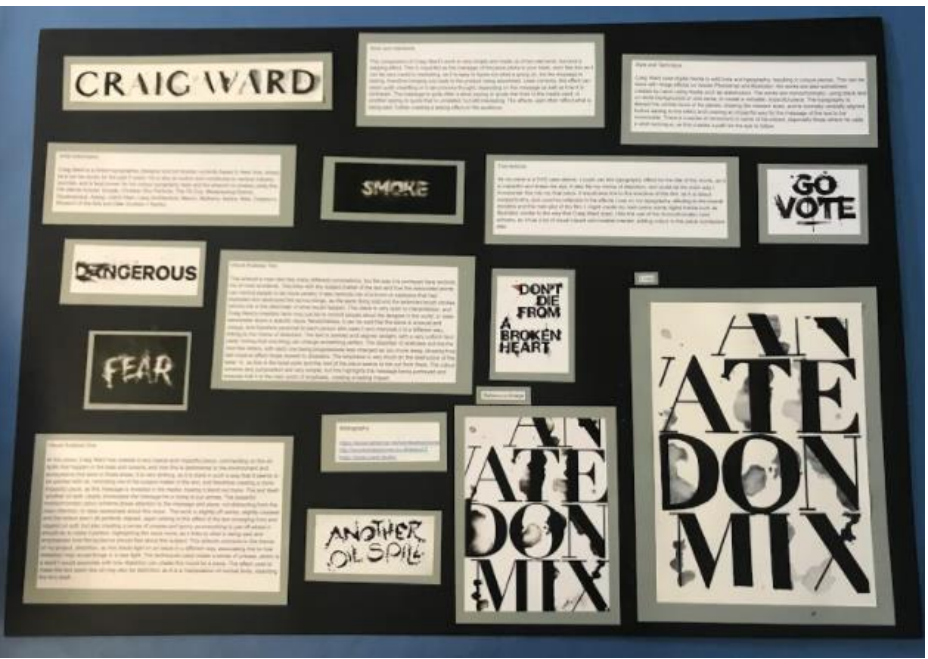
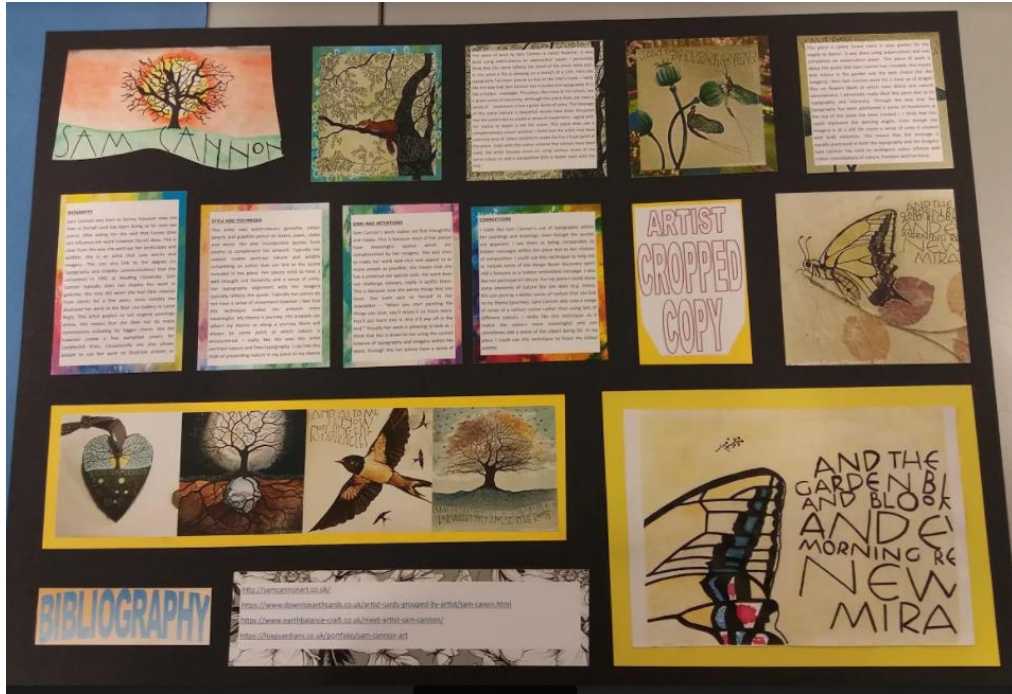
Anisha's fine liner/digital A5 artist response based on the theme 'Pattern' and subject matter flora/fauna



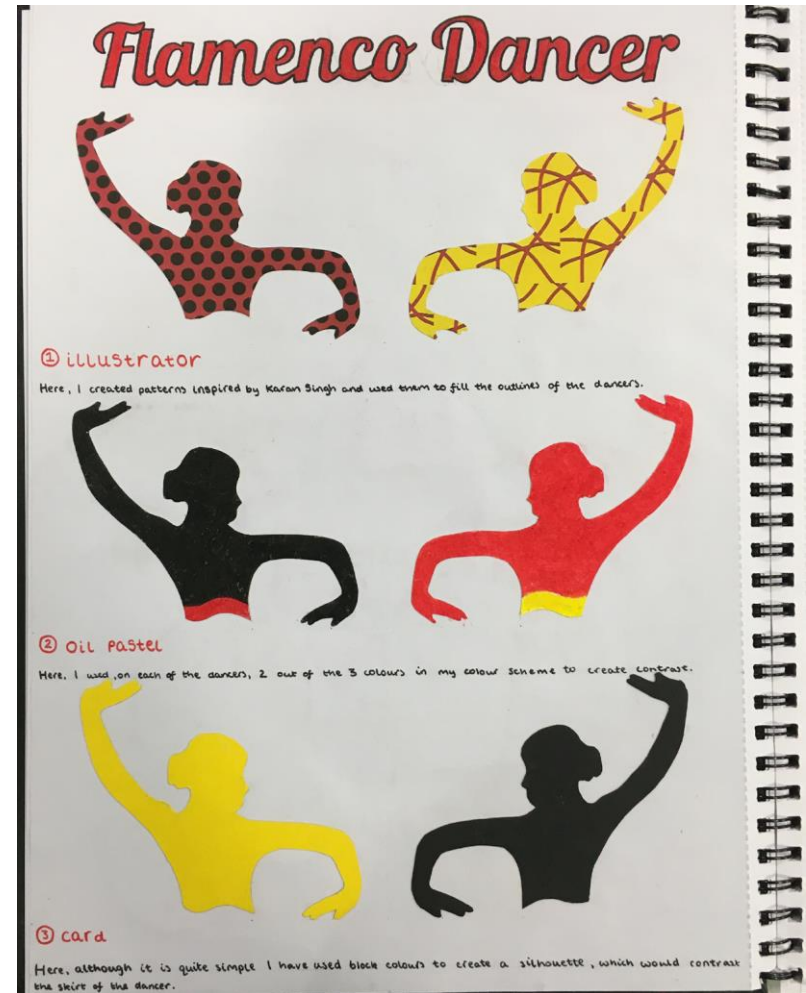
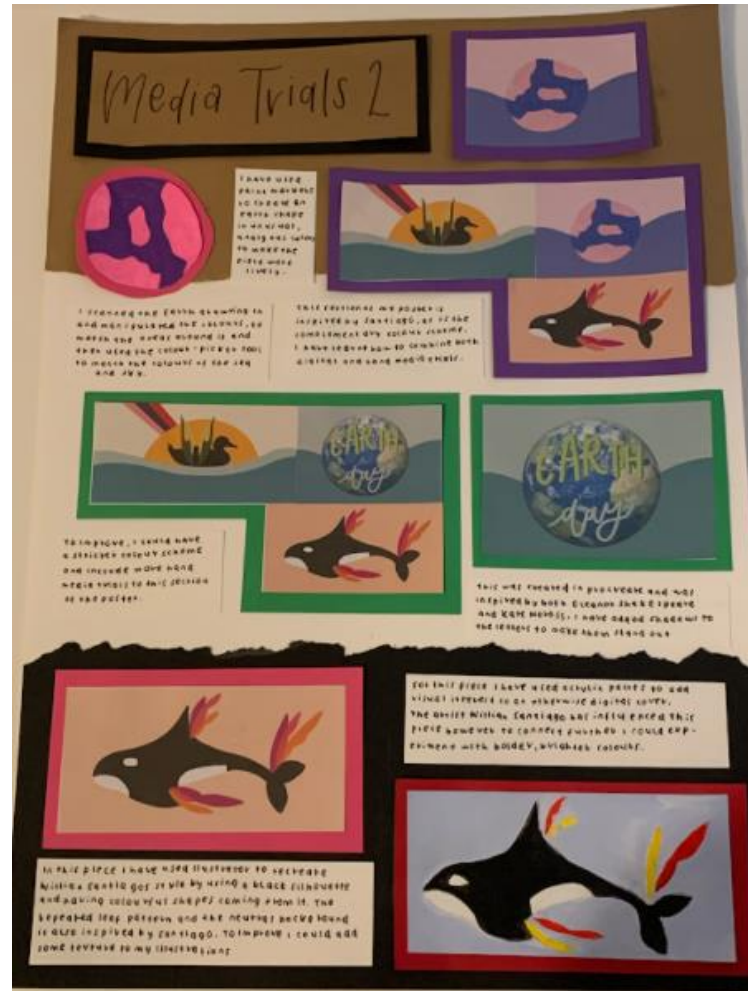
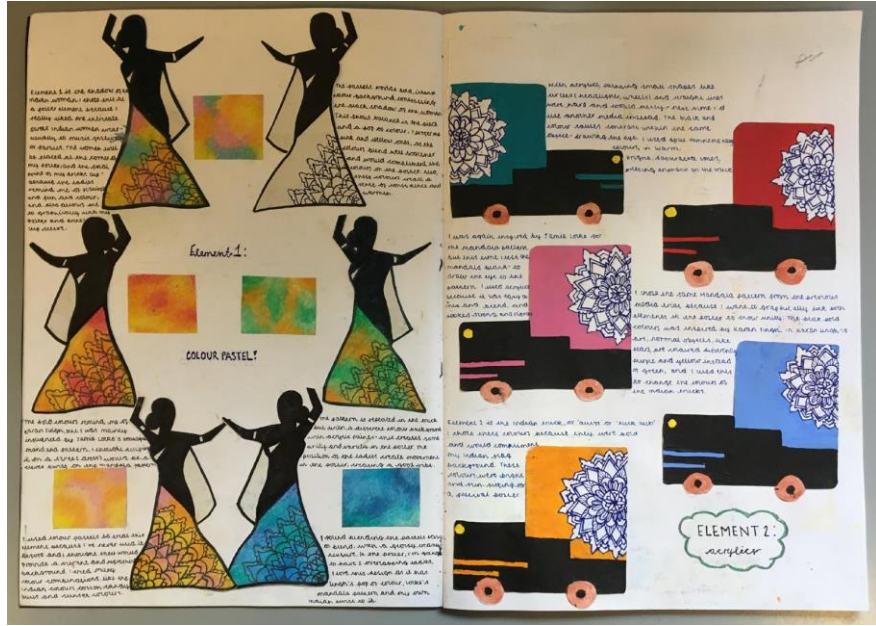
Caitlyn's A5 fine liner/digital artist response based on the theme 'Pattern' and subject matter flora/fauna



Some Artist Research...



Some Media Trials...



Some more student answers...

“I chose graphics because I enjoyed it through year 9 and as the world is becoming more modernised, I decided that taking graphics would help in the career path I wanted to take. So far, I’ve really enjoyed the graphics course because I have been able to do a lot of digital media work alongside hand media. The course also helps me to let my creative juices flow as they can be quite restricted in other subjects like history and maths! Good luck in choosing your subjects!”

Chaturya, Y10

“I took graphics as I think that learning to use technology to your advantage will be very important for us in the future as we are the age of technology. I enjoy that there is a mix of both hand drawing and digital work (using the computers).”

Khadeeja, Y10

“I chose Graphics as a GCSE subject because it was something new that I've never done before and it looked like an interesting way to be creative. Graphics GCSE is fun and relaxing but there is a lot of work that goes into it.”

Ananya, Y10

“I liked the real-life practicality side of Graphics, designing promotional related outcomes to communicate a message. Graphics as a subject it's more about keeping up to date with coursework and homework. Time management is one of many life skills that this subject teaches you!... and you get to do graphics for an hour. What else do I need to say!”

Sofeeya, Y11

“I chose graphics as a relaxing and almost therapeutic subject that would keep me calm. This subject has forced me to get into good habits with my homework time due to high coursework workload. Nonetheless, it does add pleasure to my week and I honestly love graphics. We have a mix between online/computer skills (including workshops, taking photos, research and analysis) and drawing pieces. Some may say the deadlines are difficult to meet but I love having time taken out of my week to just relax and spend time on graphics.”

Khadijah, Y10

“I took graphics because I have creative ideas, it’s very ideas-based and we see graphic communication everywhere around us. You get to create, experiment and develop design layouts with imagery and typography using software such as photoshop and Illustrator as well as hand media.”

Summer, Y11