

Graphic Communication & 3D Design

GCSE AQA
Examinations Syllabus
Code 7203, 7205

IGCSEs needed

Art & Design

Course Overview

Component 1: Personal Investigation

Students develop work based on an idea, issue, concept or theme leading to a finished outcome or a series of related finished outcomes. Practical elements should make connections with some aspect of contemporary or past practice of artist(s), designer(s), photographers or craftspeople and include written work of no less than 1000 and no more than 3000 words which supports the practical work.

Component 2: Externally set assignment

Students respond to a stimulus, provided by AQA, to produce work which provides evidence of their ability to work independently within specified time constraints, developing a personal and meaningful response which addresses all the assessment objectives and leads to a finished outcome or a series of related finished outcomes.

Syllabus Units/Topics

- Graphic Communication
- Three-Dimensional Design

Assessment Details

The assessments will measure how students have achieved the following assessment objectives:

- AO1: Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.
- AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops.
- AO3: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress.
- AO4: Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.

Weighting of assessment objectives

Assessment objectives (AOs)	Component 1 weighting (approx %)	Component 2 weighting (approx %)	Overall weighting of AOs (approx %)
AO1	15	10	25
AO2	15	10	25
AO3	15	10	25
AO4	15	10	25
Overall weighting of components	60	40	100

Graphic Communication

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Students should produce practical and critical/contextual work in one or more areas of study, for example, interactive media (including web, app and game design), advertising, packaging design, design for print, illustration, communication graphics, branding, multimedia, motion graphics, design for film and television

Areas of study

Students are required to work in **one or more** area(s) of graphic communication, such as those listed below. They may explore overlapping areas and combinations of areas:

- interactive media (including web, app and game design)
- advertising
- packaging design
- design for print
- illustration
- communication graphics
- branding
- multimedia
- motion graphics
- design for film and television.

Skills and techniques

Students will be expected to demonstrate skills, as defined in Overarching knowledge, understanding and skills, in the context of their chosen area(s) of graphic communication. Students will be required to demonstrate skills in all of the following:

- understanding of meaning, function, style, scale, colour and content in relation to the chosen area(s) of graphic communication
- awareness of intended audience or purpose for their chosen area(s) of graphic communication
- ability to respond to an issue, concept or idea, working to a brief or answering a need in the chosen area(s) of graphic communication
- appreciation of the relationship of form and function and, where applicable, the constraints of working to a brief
- appreciation of the appropriate use of typography (which could include hand lettering and calligraphy)
- understanding of a variety of materials and genres appropriate to their chosen area(s) of graphic communication.

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Knowledge and understanding

- relevant materials, processes, technologies and resources
- how ideas, feelings and meanings can be conveyed and interpreted in images and artefacts created in the chosen area(s) of graphic communication
- historical and contemporary developments and different styles and genres
- how images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created
- continuity and change in different styles, genres and traditions relevant to graphic communication
- a working vocabulary and specialist terminology that is relevant to their chosen area(s) of graphic communication

Possible career options

Studying a graphic communication related degree at university will give students all sorts of exciting career opportunities, including:

- Advertising
- Animator
- Designer for film and television
- Exhibition designer
- Graphic designer
- Illustrator
- Interior and spatial design
- Marketing
- Publishing
- Production designer
- Scientific or medical illustrator
- Studio manager
- Teacher
- Typographer
- Web and app designer

Three- Dimensional Design

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Students should produce practical and critical/contextual work in one or more areas of study, for example, ceramics, sculpture, exhibition design, design for theatre, television and film, interior design, product design, environmental design, architectural design, jewellery/body ornament and 3D digital design.

Areas of study

Students are required to work in one or more area(s) of three-dimensional design, such as those listed below. They may explore overlapping areas and combinations of areas:

- ceramics
- sculpture
- exhibition design
- design for theatre, television and film
- interior design
- product design
- environmental and architectural design
- jewellery/body ornament
- 3D digital design.

Skills and techniques

Students will be expected to demonstrate skills, as defined in Overarching knowledge, understanding and skills, in the context of their chosen area(s) of three-dimensional design. Students will be required to demonstrate skills in all of the following:

- appreciation of solid, void, form, shape, texture, colour, decoration, surface treatment, scale, proportion, structure, rhythm and movement
- awareness of intended audience or purpose for their chosen area(s) of three-dimensional design
- awareness of the relationship between three-dimensional design and urban, rural or other settings
- appreciation of the relationship of form and function and, where applicable, the ability to respond to a concept, work to a brief, theme or topic, or answer a need in the chosen area(s) of three-dimensional design
- the safe use of a variety of appropriate tools and equipment
- understanding of working methods, such as model-making, constructing and assembling.

Knowledge and understanding

Students must show knowledge and understanding of:

- relevant materials, processes, technologies and resources
- how ideas, feelings and meanings can be conveyed and interpreted in images and artefacts created in the context of their chosen area(s) of three-dimensional design
- historical and contemporary developments and different styles and genres
- how images and artefacts relate to social, environmental, cultural and/or ethical contexts, and to the time and place in which they were created
- continuity and change in different styles, genres and traditions relevant to three-dimensional design
- a working vocabulary and specialist terminology that is relevant to their chosen area(s) of three-dimensional design.

Three-Dimensional Design

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Possible career options

Studying a three-dimensional design related degree at university will give students all sorts of exciting career opportunities, including:

- Architect
- Jewellery designer
- Ceramicist
- Landscape architect
- Design consultant
- Model maker
- Exhibition designer
- Product designer
- Environmental designer
- Teacher
- Furniture designer
- Toy designer
- Interior designer
- Set designer