

Graphic Design @ WBS Year 13 Roadmap

Subject Aim:

This course will ensure that students develop an exciting and extensive range of creative and technical skills. Students will build on their year 12 understanding of historic and contemporary visual art practice, through supporting contextual studies. Unique to studying Art at A Level, students will build up a very personal and continually evolving body of practical work, guided and supported by their teachers. Individual exploration and development of their personal skills and creative directions is a special aspect of this subject. Students will build on previous evaluation and analytical skills to emulate artists' work. Students build on skills learnt in year 12 and widen their skill set further. To understand the Assessment Objectives and how to develop a Personal Portfolio. To create a large selection of work for the coursework portfolio (NEA), worth 60% of the final grade. Preparation for and sit a 15-hour practical exam which is externally set by the exam board.

Component 1: Personal Investigation 60%

Developing the Personal Investigation project and Personal Study Essay

Students will work to conclude their personal investigation theme. A series of sustained pieces of work will develop with all necessary preparation, experimentation and demonstration of student's skills. Students must demonstrate compulsory elements of Graphic Design including Typography, Drawing, Advertising, illustration, branding, and information design. The personal study essay will be completed in full draft form and be marked at two separate intervals before the Christmas break. A trip to explore galleries and university courses is offered in this term.

ASSESSMENT IN YEAR 13

Edexcel Exam Board

Assessment will be based on the student's ability to understand the assessment objectives and apply themselves to the course aims. Students will have written and verbal feedback from their teachers. Teachers will keep a record diary of conversations in the classroom. Assessment sheets will be placed at the back of sketchbooks recording their grades, Base Target and Aspirational target.

There will be a mock exam during the Summer term allowing students to have a genuine exam experience before year 13 and to dedicate this time to a sustained piece culminating coursework ideas. Students will begin the Personal Study essay.

A coloured spot system will also be used to indicate whether their work is in line with their base target.

● = above target ● = on target ● = below target,
● = cause for concern

AUTUMN TERM

Component 1: Personal Investigation 60%

Component 2: EXAM: Externally Set Assignment 40%

Final coursework deadline: the Personal Project and Personal study essay: 31st January.

1st February: Final exam preparatory period begins.

Students will work towards and complete a full practice mock exam which will be the conclusion to their coursework.

Students are shown how to develop their work in order to meet the criteria for a mock exam submission. This is all engineered to prepare students for the Year 13 Externally Set Assignment – the final Exam. This is one theme Edexcel set with a variety of suggested starting points. The preparatory work is worth 75% of the marks and without this, students are likely to fail. Students are assessed on their ability to work independently, with the preparatory work being set as homework.

HOMEWORK IN YEAR 13

Homework assignments are part of the overall requirement for student's coursework and much of it will be individual. Students are expected to demonstrate initiative, independence and ownership over their work. Homework plays a very important role in helping students to develop as young artists and designers. Working independently, away from the classroom environment allows students to develop their skills and ideas in a personal way and build an individual approach to their work. Homework contributes hugely to the coursework portfolio and therefore it must be emphasised that students who do not produce independent work rarely succeed on the course. Homework will also be used to assess development towards the base target. Written and verbal feedback contributes to effective, transparent communication between student, parent and teacher.

SPRING TERM

Component 2: EXAM: Externally Set Assignment 40%

Development and completion of the ESA

Students continue to develop a personal response to the exam theme through experimental and developed Fine Art practices and ideas. A series of sustained pieces are refined towards a final response. Students reflect on their progress against the Assessment Objectives through Teacher feedback, self/peer-assessment and group crits. Students sit their final piece of work over a period of 15 hours of practical work. Students will prepare and hang a public exhibition in the main hall celebrating their work for students and parents which also doubles up for the external Edexcel moderation visit.

ENRICHMENT THEMES IN YEAR 13

SMSC and British Values: Please see The Art Department's SMSC Document. Students study artists from all aspects of the Art industry to influence their work. Many of the artists explored are commercial artists, Graphic Designers and Fine Artists. Students learn to develop their work in similar ways to the practice of Graphic designers at Further Education and within the Arts industries. Students are often encouraged to explore moral values through the topics selected as their Personal Projects in order to comment on social, cultural and political events. Cultural Capital: Students study a wide range of artists and artefacts from a variety of backgrounds and cultures so that they can be encouraged to emphasise and relate to others, demonstrating that they can also achieve their aspirational dreams irrespective of their own background.

Where Next?

Many students continue on to study a Foundation Course in Art and Design before progressing on to a specialist degree course within the Arts. West Bridgford School has strong and positive connections with local Art Foundation Courses and many of our students continue their studies at these locations. Students who choose not to pursue the Arts after A-level often maintain that studying an Arts subject has helped them with their creative problem-solving and analytical skills, allowing them to think and explore more diversely as a result. Many of our Art students have progressed on to study careers in Graphic Design, Journalism, Games Design, Web design, Front End Engineers, Code and programming, Marketing and PR, Publishing, Film, Television, Animation, Broadcasting, Media Production Commercial and Fashion Communication and Photography, as well as working as freelance artists.