

A level Art Graphics

Transition Pack



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AQA Examination Board

Transition Pack

Welcome to the Art Department.

Dear Student

Welcome to the Art Department and our A level Graphic Communication Course. The step up from GCSE's to sixth form courses can seem daunting but please do not worry, this transition pack is designed to help you prepare for this new course that you are interested in taking in September.

The pack includes an overview of what you will study during the first year of the course as well as your personal project which you will complete in the second year. should you join it, together with a series of introductory practical tasks for you to work through. The tasks are designed to help you get to grips with some of the Assessment Objectives that you will need to know, as well as the areas of study that you should expect from a creative course.

A level Graphic Communication is a creative course in sixth form in which you will explore a range of media, processes and techniques. It allows students to express their creativity through producing artwork, developing exciting use of materials and techniques in a graphical format. Students will gain an in-depth understanding of a wide variety of artists and designers that will inform their own work and investigations. Students will be given project starting points to inspire their own work. Throughout their work, students will be expected to produce a sketchbook of work including strong observation drawings, photography, artist research and in depth experimentation of media and techniques. Students will eventually produce a series of final outcomes based on their given theme or project.

The course requires students to have a strong interest into the field of graphical communication, have strong creative skills and students who are willing to carry out independent research tasks. Graphical Communication is an ideal course for any student who has completed GCSE art or technology and has the ambition to have a career in the advertising, media or design industry.

To access the Graphical Communication course in September, you will need to complete the tasks set out in this pack and also meet the course entry requirements, which can be found in the sixth form course listing document.

Each project has four Assessment Objectives that You will be assessed on throughout your coursework projects.

AO1 - Develop ideas through investigations, demonstrating critical understanding of sources.

AO2- Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.

AO3- Record ideas, observations and insights relevant to intentions as work progresses.

AO4- Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.

Your coursework will form 60% of your final grade. At the end of the course you will complete a 15 hour examination based on an examination question.

Project 1.

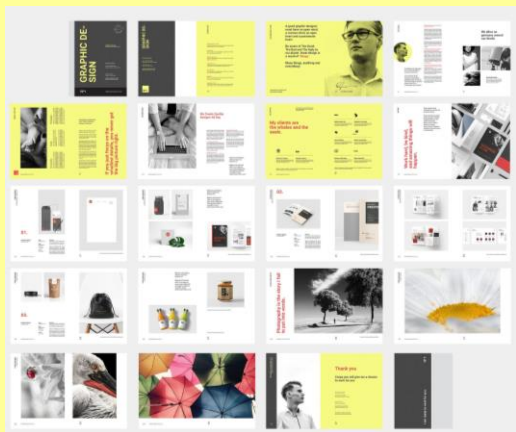
Topics you will study during the first year of the course - Cultural Links and Celebrations

Project 1.	
Project Overview	This project allows you to create a promotional outcome that will advertise an event that depicts a celebration from the culture of your choice. You will be expected to produce a sketchbook of ideas in visual form surrounding the theme across a range of cultures. These could include Mardi Gras, Gay Pride, Easter, Holi etc. Here you will analyse the visual qualities and produce observations through the form of drawing. Throughout this project you will experiment with a range of graphical techniques, media and processes. To support your practical work you will research a wide range of artists and designers that will inform your own work. This research will be produced in drawn and written forms. At the end of the project you will produce a final graphical outcome - this could be in the form of a poster, leaflet or billboard design which pulls together all of your sketchbook work and investigations.
AO1	AO1 - You will be assessed on your ability to research a range of artists and designers which will inform your own work. You will produce creative sketchbook pages researching the work of relevant artists or designers. You will be expected to produce in depth research into these artists including personal annotations and drawn studies. You are expected to visit galleries and art exhibitions to provide inspiration for your own work.
AO2	AO2 - You will be assessed on your creative skills through the experimentation of different media and techniques. In textiles you will explore a range of processes such as printing, CAD, collage, painting etc and apply these techniques to your work in a creative manner.
AO3	AO3- You will be assessed here on how well you can draw and record from observation. This could include hand drawn studies, photography, secondary source material, collage, mind maps and through the use of ICT manipulation. You will be expected to record the visual form as well as analysing the patterned and textural surfaces found in the culture of your choice.
AO4	AO4 - You will be assessed on your ability to produce a final outcome inspired by the culture of a particular country. This will be a personal outcome which encompasses all of your research explored throughout the project. This objective requires you to work independently on final design ideas and outcomes.



Project 2

Topics you will study during the second year of the course - Personal Investigation

Project 2. Personal Investigation	
Project Overview	<p>Your second project is an independent project where you will choose a theme that inspires you. In the past students have explored themes such as Architecture, Packaging, Music Promotion, the list is endless! This project will last for the entire year so it is vital you choose a topic which will engage you throughout. As well as producing creative artwork and graphical investigations you are required to produce a 1000 word essay, exploring all of the stages of your project referring to a wide range of artists and designers that have informed your own work. Again you will be expected to independently visit art galleries and exhibitions to support your own design work. This project is assessed exactly the same as the first, where you will demonstrate your knowledge of the Assessment Objectives. Your work will be produced in sketchbooks, moodboards, and you will demonstrate skills in fabric manipulation capturing textile qualities explored in your project. You will then produce a series of final outcomes inspired by your chosen theme. There is a strong emphasis of independent study in this project and you will be required to display your final A level pieces in the form of an exhibition, where an external moderator from AQA will mark your work.</p>
Examination preparatory period.	<p>At the end of your course you will be issued with your examination paper. You will choose one question off the paper and will produce in depth research into your chosen theme. Throughout your exam preparation time, you will produce a sketchbook of work including observation drawings, photography, and research into secondary imagery which supports your own work. You will demonstrate your skills using a wide range of media and graphical communication techniques and all of your practical work will be supported with in-depth artist research. All of this work will prepare you for the completion of your examination.</p>
The final examination 15 hours controlled Assessment	<p>The 15 hour exam is undertaken in the art department over the course of 3 days. You will produce a final outcome inspired by your examination question where you will demonstrate all of your graphical communication skills developed over the two years. This work will be displayed alongside your coursework for the external moderator to mark.</p> <p>Those of you who wish to continue with art at University, staff in the department will work with you on a one to one basis compiling a portfolio of your work in preparation for your University interview.</p> 

Graphical Communication Preparatory Tasks

Please complete each of the tasks set out in the rest of this transition pack and bring your artwork and research with you to the first lesson in September if you join the course. You may want to get yourself a sketchbook and some basic art equipment to enable you to complete the work set.

Project 1 - Cultural Links and Celebrations

Task 1. Observation drawing is an integral part of this course. You will be required to analyse imagery surrounding the theme of 'Culture'. You should produce high quality illustrations, that analyse shape and form, texture and pattern within the objects you are observing. Each drawing if possible should show different media and techniques.

Drawing task 1. NATIVE AMERICA Produce an analytical study of an artefact from the native American culture. Analyse the shape and structure of the object and record any patterning found on the object's surface. Produce this drawing using pencil applying tonal qualities to your shell drawing. This drawing can be produced on paper or a background paper such as a newspaper which will add another dimension to your work.



Drawing task 2. GREECE Produce an observation drawing of a greek pot in line only. Use a biro to create cross hatching to the surface of your pot and to add linear qualities to your work. Practice demonstrating different thickness of line using your pen.



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Drawing task 3. TEXTURE Take a photograph of some repeat patterns found around your home. Analyse the textural qualities and produce a drawing from your photographs. Look at brick walls, air vents, floor tiles, fabrics/wallpaper etc. You could also take rubbings from the raised surfaces to create further textures.



Drawing task 4. AFRICA Find an image of an African mask. Produce a drawing of the mask analysing the shape and form of the features. Apply tone and shade to your drawing. To make your drawing even more effective draw onto paper that has been tea stained. This will add further depth to your work.



Drawing task 5. JAPAN Find a photograph of a Koi carp from the internet. Produce a realistic drawing of the fish observing the shape, form, colours and scales found on the fish. Water colours if you have them would make an effective drawing as you could create the reflective surfaces. To extend your work further, zoom in on a section of the fish e.g. the face and produce further detailed studies.



Drawing task 6. ITALY - VENICE Research the masks worn traditionally in Venice. Look closely at the patterns, colours, textures and details as well as the shape of the masks. Try to find masks made out of different materials that have different surface qualities. Produce a series of drawings that capture the mystery and romance of these artefacts.



Task 2. Artist research both written and drawn is a requirement of the course. For this task you are to produce artist research pages showing both factual information and your own opinions about the artist and their work. This research must include some illustrations of their work and you must produce drawings taken from the artist artwork. The artists explored must be related to your natural forms theme.

Artists or Graphical Products that you could research:

Pablo Picasso - Portraits influenced by African masks.

Paul Gauguin - Tahiti inspired paintings.

Hokusai - Japanese paintings, including 'The Wave'.

Frida Kahlo - Self portraits.

Typography designers - Charles Williams, MBD design, Albert Trulls etc.

Poster designs for festivals and celebrations.

Task 3. Experiments with media and techniques are very important in graphical communication. You will be assessed throughout this course on how creative you can use different media and techniques. For this task I would like you to analyse the motifs, prints and patterns from a culture of your choice. You are to create as many patterns and textures as you possibly can using different media and techniques. If you have access to CAD you can use this as another tool. Create a font (lettering style) that uses the style of the culture you have chosen and produce an alphabet for this.

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0123456789

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

Task 4. For your final task I would like you to design a poster inspired by the culture of your choice to promote an event or festival. You must use imagery from all of your drawings and illustrations in the actual design. Use the font that you designed for your typography. Make detailed annotations explaining where your ideas have come from.



Good Websites and Galleries to use for your research -

Pitt Rivers Museum, Oxford

The British Museum, London

The Picasso Museum

The Design Museum, London

Tate Modern

Musee D-Orsay, Paris

Thank you for working through the tasks in this transition pack. Doing so will undoubtedly help you make a creative start towards your Graphical Communication course.

Please bring all of the work you have completed to your first Graphical Communication lesson. We look forward to seeing you in September and helping you embrace and develop your creativity through the experimentation and application in this field of art.