

# Graphic Communication Higher

## General

This course will be of particular interest to students looking towards careers in Architecture, Engineering, Product Design, Building Trades, Packaging and Promotional Design, Graphic, Interior and Textile Design and Marketing. In addition this course develops knowledge and skills, both manual and computer, that will prove useful to all in a world where graphics is playing an increasing role in communication. Students will study the use of graphics in business and industry while embracing the changes brought about by continuing advances in technology. Within the higher course the emphasis is on the product design process from concept to marketing.

### **To succeed in this course, you need...**

To have passed National 5 Graphic Communication or National 5 Art & Design. To show a keen interest in designing and creating different types of graphic responses to a given brief.

On completing the Course, students will be able to: initiate, develop and communicate often complex ideas graphically and with clarity; interpret often complex graphic communications initiated by others; select and use appropriate graphic communication equipment with skill and confidence, employ software and materials effectively in tasks; and apply knowledge and understanding of graphic communication standards and protocols, where these apply.

In addition, they will have developed: graphic design skills, including creativity; an understanding of the impact of graphic communication technologies on our environment and society; graphic spatial awareness and visual literacy; and skills in constructively evaluating the effectiveness of graphic communications.

## **Preferred Entry Requirements**

A National 5 award in Graphic Communication or Art & Design. It is possible for students that have a particular creative ability to negotiate entry to the Higher course.

## **Course Structure and Content**

The course at Higher Level comprises a final examination and the course assessment. The Course is practical, exploratory and experiential in nature. On completing the Course, you will have developed skills in 2D and 3D graphics, as well as pictorial graphics. You will be able to apply these skills with discernment in order to produce graphics with visual impact and graphics that require the effective transmission of information.

### **2D Graphic Communication**

In this unit you will develop your creativity and presentation skills within a 2D graphic communication context. It allows students to initiate, plan, develop and communicate ideas graphically, using two-dimensional graphic techniques. You will develop a number of skills and attributes within a 2D graphic communication context, including spatial awareness, visual literacy, and the ability to interpret given drawings, diagrams and other graphics.

### **3D and Pictorial Graphic Communication**

In this unit students develop their creativity and presentation skills within a 3D and pictorial graphic communication context. It will allow you to initiate, plan, develop and communicate ideas graphically, using three-dimensional graphic techniques.

Across both Units, you will evaluate the effectiveness of your own and given graphic communications to meet their purpose. You will develop an understanding of how graphic communication as an activity, and graphic technologies by their use, impact on our environment and society.

## **Course Assessment**

You must pass the Course Assessment when combined with the final exam to achieve a Higher in Graphic Communication. The Course Assessment is marked out of 50 and contributes 36% of the course award. The final exam is marked out of 90 and contributes 64% of the course award.