



AS/A Level Art and Design: **Graphic Communication**

(Available for teaching from September 2008)

If you are already teaching Art: Graphic Design this specification gives candidates a rounded exposure to different aspects of graphic communication, allowing them to display their abilities in a variety of disciplines and demonstrate their understanding of these contexts.



What are the benefits to me and my students of delivering this OCR specification?

- Supports breadth and depth of study by building on the strengths of the previous specification.
- It cuts the assessment burden on candidates with just two units at AS and two units at A2 – in each case one is coursework, one is examined.
- With both endorsed and unendorsed routes on offer, candidates can take more than one as a qualification.
- Inclusive, accessible exam papers for all routes.
- Thorough and transparent moderation process.
- This new specification is excellent preparation for candidates wishing to progress to art college or to engage in careers involving the visual arts, with new technology involved where appropriate.

This endorsement covers the following six specialist areas: illustration, web design, advertising, packaging, multi-media, design for print.

Candidates can produce work within just one specialism or choose more than one to work within.

AS Level

Unit title	Description	Mandatory/Optional?
Coursework Portfolio	<ul style="list-style-type: none"> • Candidates produce a portfolio of work from starting points, topics or themes determined by their centre. • The focus is on including work that shows exploration, research, acquisition of techniques and skills. 	Mandatory
Controlled Assignment	<ul style="list-style-type: none"> • Candidates select one starting point from an early release question paper. • Candidates must be given a minimum of 3 weeks to plan and prepare. • Candidates are then given 5 hours of controlled time to work on developing their idea into a realisation/outcome. 	Mandatory

A2 Level

Unit title	Description	Mandatory/Optional?
Personal Investigation	<ul style="list-style-type: none"> • Candidates submit one major project which has a personal significance. • The investigation includes a related personal study that must be between 1000 – 3000 words. 	Mandatory
Controlled Assignment	<ul style="list-style-type: none"> • Candidates select one starting point from an early release question paper. • Candidates must be given a minimum of 3 weeks to prepare. • In 15 hours of controlled time, candidates work to plan and then realise ideas into a final outcome. 	Mandatory

How is this qualification assessed?

Coursework units are internally set and externally moderated. Examined units are externally set through an early release exam paper, internally marked and externally moderated. Candidates who follow the endorsed route must pursue the same endorsement at both AS and A2.

Examinations series are available in June only.

Dates of first examinations

AS and A2

First examination available from June 2009

What support will I receive?

Training

There will be a programme of INSET training for teachers.

Resources

You can download all the following resources from the OCR website – www.ocr.org.uk.

- Exemplar work and guidance for all units will be provided in a Teacher's Guide.
- Specimen Assessment Materials will be available for the examined units.

For more information please contact the OCR Customer Contact Centre on **01223 553998**, or visit www.ocr.org.uk where you will find separate web pages for the endorsed and unendorsed routes.