



GET THE PICTURE ON  
OCR GCSE

# Art and Design: Graphic Communication

Final idea adaption — Billboard Design. Final Piece



I decided that my final piece turned out to be diverse, appealing, something that would work well in a variety of different forms. So I adapted it onto a billboard, something that I think works well and suits my design.

*"Art is the Queen of all sciences communicating knowledge to all the generations of the world."*

Leonardo Da Vinci

Where in the world would we be without **art and design**?

## **Why OCR GCSE Art and Design: Graphic Communication? Let us put you in the picture.**

If you're weighing up your GCSE options at the moment, take a minute to consider just what you might gain if you choose our Art and Design: Graphic Communication. Read on and let us explain a bit more...

### **What's in it for me?**

This GCSE is designed to bring Art and Design to life and to help you develop your artistic skills and expand your creativity, imagination and independence. What's more, the possibilities for personal expression are endless.

### **How could it help with my future?**

The course is good preparation for progression to A Level in Art and Design: Graphic Communication or a suitable college/vocational course. It could lead towards a career in new media, advertising, design, games development, games technologies and more.

### **What are some of the things I'll learn?**

We want this to be an inspiring GCSE that will encourage you to consider a wide range of approaches to expressing yourself through different materials, media and techniques.

It will help you gain knowledge and understanding of art, craft, design, media and technologies today and in the past, and in different societies and cultures. You'll also develop an understanding of the different roles, audiences and consumers for art, craft and design. You'll experience different work practices and look at relevant processes and equipment too.

*“To design is to communicate clearly by whatever means you can control or master.”*

**Milton Glaser**

### **How will my work be assessed?**

This GCSE has a controlled assessment unit, which will involve you in producing a portfolio of work. Controlled assessment means coursework you do in a supervised environment – which could be in your classroom or, for example, on a field trip. There'll also be a ten-hour practical task (for which you'll have preparation time too).

### **What grades could I get?**

You'll get a grade for each unit from A\* to G and then an overall grade for the whole course, which will be from A\* to G.

### **Got any more questions?**

If you think this GCSE is right for you, why not have a chat with your Art and Design teacher?

