**Design and Technology**

**Visual Communications Technical Award (AQA)**

***Course Description.***

This qualification is designed for 14–16 year olds who want to study Visual Communication in a hands- on, practical way that helps them develop the knowledge, skills and experience that could open the door to a career in the creative design industry.

An interest in Art would be an advantage, but not essential as there are skill based units in Year 9 which focus on developing techniques in this area.You will also need to be able to work as part of a team as teamwork is involved in some of the projects. There is a lot of designing involved both by hand and on the computer. You will also work with a wide range of materials including wood, metal, plastics and card to develop your practical making skills. It will particularly appeal to students who are looking for a course that is practical in nature and can lead to further study and career opportunities within the creative design sector.

***What will the course involve?***

It will encourage pupils to:

* Produce high quality graphic design work, artwork and 3D work creatively and imaginatively.
* Use digital software applications including Adobe Photoshop and Illustrator.
* Make models and test concepts by producing 3D prototypes, both manually and digitally that demonstrate ingenuity and innovation.
* Use Computer-aided Design (CAD) and Computer-aided Manufacture (CAM) with a range of modelling materials as well as developing manual skills working with wood, metal and plastic.

Pupils will also study:

* Graphic design, advertising and corporate branding.
* Drawing, marking out, model making,
* Photography, digital software and image manipulation.
* Web page design and construction.
* Materials, components and technologies and the ability to select these appropriately.
* Commercial and industrial practices, printing, CAD/CAM, publishing, business organisation.
* Career opportunities in the sector.

***Assessment***

All of the project work will be assessed under the following headings:

* **UNIT 1**: Skills demonstration 30%. A portfolio of mini projects to show your practical skills.
* **UNIT 2**: Extended making project 30%. This will be a mixture of design and practical work.

An example of the project titles for this unit is as follows:

* + *Design a logo and branding for a music festival and produce designs and prototypes for posters, advertising and merchandise.*
  + *Create the branding for a new range of beauty products along with suitable packaging and advertising for the products.*
  + *Pupils are also allowed to develop their own project briefs based on a hobby or interest of their choice providing that the chosen topic covers the main assessment objectives.*
* **UNIT 3**: Written examination 40% this will be based on the topics studied in units 1 and 2.

***What could this qualification lead to?***

Further study and careers in:Graphic Design, Product Design, 3D Design, Interior Design, Web Design, Graphic Illustrator, Teaching, Publishing, Creative and Visual Arts, Printing, engineering.

***Useful websites:***

http://filestore.aqa.org.uk/resources/visual-communication/specifications/AQA-3755-SP-2017.PDF

http://www.tastytuts.com/beginners-guide-to-graphic-design.html

*For further information, please see* ***Mr. Melia.***