

What is the course about?

This course is designed to give students the knowledge and understanding of visual communication and the creative process enabling them to develop their own creative voice. Students will develop an understanding of the importance and influence of the work of artists and designers to develop and realise their own creative intentions. They produce a portfolio of art and design work in areas such as fashion, textiles, graphics, photography, 3D studies and fine art.

Course content

Study of the following will be included:

- Visual recording and communication
- Critical and contextual studies in art and design
- The creative process
- Materials, techniques and processes in art and design
- Developing an art and design portfolio
- Managing a client brief
- Developing and realising creative intentions

Assessment

It will be assessed through a combination of assignments and projects.

External assessment is 42% with internal coursework of 58%.

Career pathways

Study art and design related degree courses at higher education. The course carries up to a maximum of 168 UCAS Tariff points.

Employment opportunities: photographer, junior digital imaging technician, design assistant, technical illustrator, stylist, trainee pattern cutter and visual merchandiser.

Entry criteria

Minimum of five 4 to 9 grades at GCSE.

A portfolio of work may further support your application.