

VISUAL COMMUNICATION



What is Visual Communication

Visual communication is all around us. It improves our understanding, interactions, and experiences in our everyday, Visual communication is storytelling; it's how we communicate information and create experiences and outcomes across a range of visual mediums. It can be found within design and photography; it could be an image, a quote, a campaign, a film or an animation. Great visual communication has the power to inform, educate, challenge, provoke and even change behaviour using visual materials. We all learn differently, and visual communication can be a tool to help people digest complex information quickly and improve user experience without the need for detailed written information. It can break down barriers by transforming challenging language into easily understood visual material – such as posters, infographics, imagery and immersive/ interactive design that convey clear messages.

Assessment



At the end of Year 12 Students will choose their preferred areas of specialism, to engage with their personal project and this will be a formal assessed unit. This provides students with the opportunity to devise a project or inquiry into a particular interest or theme within the Visual Communication area. The next formally assessed unit is set by the exam board and students will create responses to a series

of given themes. Both units are assessed internally, and moderated by the exam board (AQA). The first unit is worth 60% of the marks at A level and the second unit is worth 40%.

Learning and Teaching Methods

- Workshops
- Demonstrations
- Group discussions
- Tutorials
- Student/tutor presentations
- Set and self-initiated project work
- Research and development techniques.
- Educational Visits

Why study Graphic Design?

Visual Communication plays one of the most important parts in an ever-evolving digital world. A world where imagery, interactions and communications are instantaneous through digital media. Visual Communication develops a wide range of skills, analytical and critical thinking and problem solving, which will be useful at university and future careers. This multi discipline course aims to help students to respond to the evolution and pace of change in the creative industries. To aid this, Students are required to work in one or more areas of Design & Photography, such as those listed below:

- Advertising & Branding
- Packaging Design & Product Photography
- Motion Graphics such as Film & Animation
- Typography
- Lifestyle and Editorial design/photography
- Conceptual Illustration with Digital imagery
- Video installation and immersive art
- Lens based media



Progression Opportunities

The course provides the opportunity to work with a range of digital media, to study diverse topics and themes through project work and to gain a contextual understanding of visual communication within industry and society. Students who have studied visual communication have gone on to study a wide range of subjects at university; in addition to the purely visual language and design orientated courses they have also pursued careers in medicine, law, dentistry, geography, business, advertising and philosophy.

The creative industries as a whole are the fastest-growing part of the UK economy, growing at 4 times the rate of the UK economy so there are lots of exciting careers in this field. The Creative Industries employs over 2 million people in the UK and are forecast to create an additional 1 million jobs by 2030! You can have a fulfilling and well-paid career working in the creative industries.

Many of our students progress to successful careers in the industry, here are some examples of the amazing careers that you could pursue- Graphic Designer, Illustrator, Digital Designer, Artworker, Games Artist, Games Designer, 3D Modelling Artist, Animator, Visual Effects Artist, Concept Artist, Web Designer, Apps Developer, Web Developer, Installation Designer. Advertising and Commercial design, Industrial, Interior and Architectural design, Photojournalism, Editorial and Fashion Photography and the Film industry

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