



Subject	Graphic Design	
Title/Topic	Format	Length
Identity	Digital and Hand Rendered	5 Hours

In this Advent assessment I will be asked to show I can...

Graphic Communication is defined here as the practice of creating work to convey information, ideas and emotions through the use of graphic elements such as colour, icons, images, typography and photographs.

Learners must explore, acquire and develop skills, knowledge and understanding through the application of techniques and processes specific to their chosen area(s) of study of Graphic Communication.

Learners must explore practical and relevant critical and contextual sources such as the work of historical and contemporary graphic designers and the different purposes, intentions and functions of graphic communication as appropriate to their own work.

Learners must demonstrate the knowledge, skills and understanding through area(s) of study relevant to Graphic Communication

What should I do to revise and prepare for this assessment?

Take primary photographs and use these to develop your digital ideas for your graphic product. These can include a poster, webpages, information leaflet, magazine front cover, logo, paper bag etc.

During the 5 hours you can work both on the computer and by hand. You must be prepared sufficiently in advance of this day so that you can switch between both types of work.

If you need any text or images printed to a particular scale/ size, then please send these to me at least a week before the exam.

You should include your organisation/ business' logo and a catchy and appropriate slogan which you can create these yourself or use the existing ones which will be found on the organisation or business' website.

What useful websites/resources could I use to help me prepare?



You have already carried out your market research about your organisation or business' website. You should also research about the different types of graphic products they use, for example, a tourist board would have information leaflets along with their website.

I have given you 5 typographers / graphic designers to study. There is a hyper link which you can follow to see their work below.

www.canva.com/learn/famous-graphic-designers/