

ART & DESIGN DEPARTMENT

WHY STUDY THIS SUBJECT?

From an international perspective, the UK's design sector is the largest in Europe and the second largest in the world. The rapid growth of design roles means that our businesses need an increasing supply of design talent. Using nationally representative samples of over 1,500 firms, our research shows that UK firms are attaching increasing importance to design and its positive impact on business performance.



(All images are work of GCSE pupils)



Skills you will develop:

Critical Thinking and Analysis:

Art students are trained to dig deeper, move beyond the superficial, they are able to process abstract ideas, and examine issues from many different perspectives; they become master problem solvers and decision makers.

Communication:

Much of their learning is based on understanding and conveying complex ideas and diverse points of view and therefore Art students become skilled and articulate in conveying their ideas.

Research:

Knowing how to *attain* knowledge is as important as having it, and as they are trained in the techniques of information gathering, Art students gain research skills they can apply to any issue or problem.

Creativity:

Art students study some of the most unique and important products of the human experience - culture, philosophy, literature, to name a few, they specialize in the "big picture" and "out of the box" thinking. Their creativity makes them innovators and independent thinkers with the motivation to develop new solutions to old problems, they view challenges as opportunities for personal and professional growth.

A Global Perspective:

Through their study of diverse cultural and intellectual traditions, they become informed citizens of today's globalized world.

Interpersonal Abilities:

Art students learn to be both self-sufficient thinkers and informed collaborators and are equally skilled at working independently and as part of a team. Their self-reliance, thoroughness, and strong work ethic make them valued co-workers in whatever careers they choose.



WHAT SORT OF PROJECTS WILL I DO?

GCSE students work with a range of materials and across different disciplines, including drawing and painting, printmaking, textiles, ceramics, sculpture, and photography. ICT is an essential thread throughout the course, students use Adobe Photoshop and Illustrator to manipulate images, as well as digital cameras to make original work and given the opportunity to develop traditional darkroom photographic skills. Some students focus on video and film making projects. Research and analysis into the techniques of other artists, designers and craftspeople and studying Art from different times and cultures is an essential aspect of the course.

WE ALSO MAKE SURE WE ARE INVOLVED IN TRIPS AND PROJECTS OUTSIDE OF SCHOOL TOO!



How is the course structured?

60% of your marks are based on the coursework units that you do from Year 9 to the end of Year 11. You can include any artwork you make outside of school as coursework as long as it is done between Years 9-11. We do a mock exam in year 11 to help you practice how to prepare and to see what you can get done in ten hours (over two school days)

40% of your marks are based on your exam unit in Year 11.

You choose a theme from the exam questions that you want to develop as your project. You have three months on the project and you make your final response in ten hours (over two school days) The coursework mark and exam mark are then combined and averaged for your final mark.

GRAPHIC DESIGN (ART DEPARTMENT)

WHAT IS GCSE GRAPHIC DESIGN?

Great designers, like visionary business leaders, create value by exploring without limitation through the psyche and psychology of consumers. They see the world through different eyes and explore what should be as opposed to what is. They show discipline in doing more with less. By so doing, they generate revenue and sustainable growth for business.

Graphic Design communicates. It persuades, informs, educates. Graphic Designers are researchers, organisers, analysts and presenters of information. From luggage label to record label, headline to road sign, child's book to text book, bill-board to skateboard, film title to beer bottle and bar code to web site – graphic design is all around us. It touches every-thing that we do, everything that we see. Lucky for design-ers, the demand for eye-catching design never ceases.



What career can it lead to?

As an artist you can apply your creative talents to a wide variety of commercial fields including advertising and marketing, design firms, newspaper and magazine layout design, publishing, producing in-house magazines and literature for well-known law, accountancy and pharmaceutical companies, desk top publishing, computer software, game designs, video and film production for the making of advertisements and commercial films, book illustration and lots more!

If you have the desire, talent and ability to create and design, with the education, truly reward-arts.

right training and you can enjoy a ing career in the

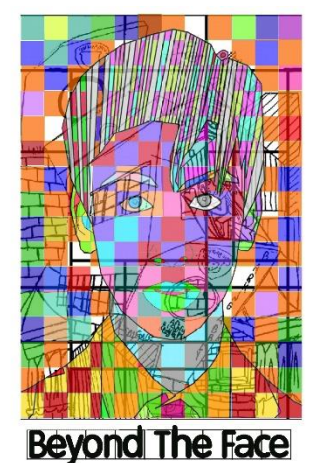
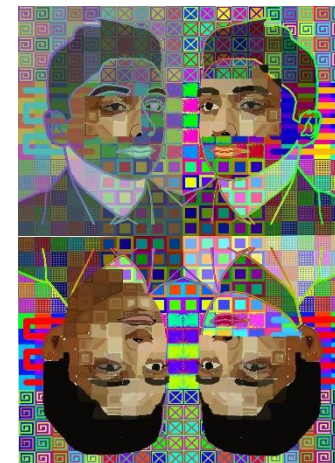
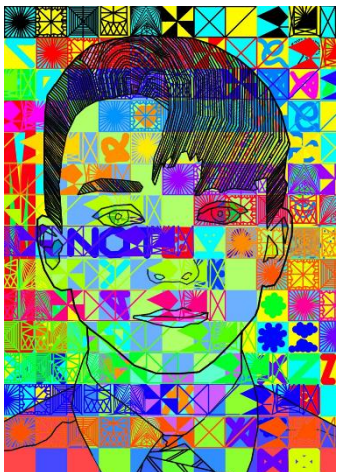


What sort of projects will I do?

- Skills in Photoshop, illustration, drawing, layouts, lettering and font designing.
- Linking work to current and exciting designers and artists.
- Advertising. Packaging designs.
- Development with experimental graphic design and art techniques.

Examples of projects:

- Alice In Wonderland Playing Card Designs.
- Landscape To Abstraction.
- Trainer And Skateboard Designing.
- Gothic Horror Book Cover Designs.
- Postage Stamp Designs.



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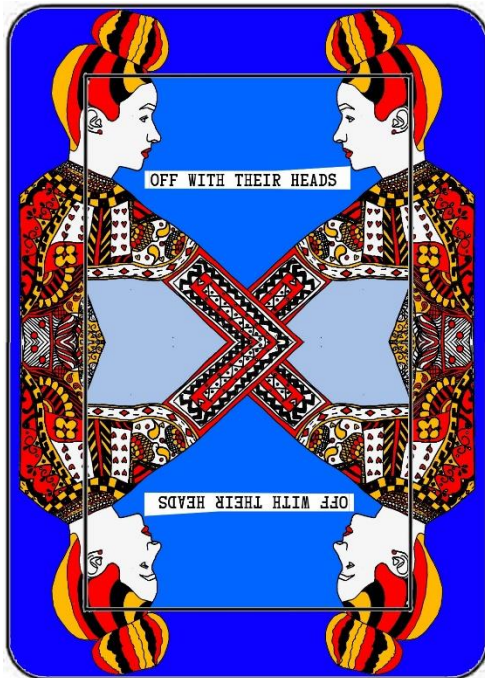
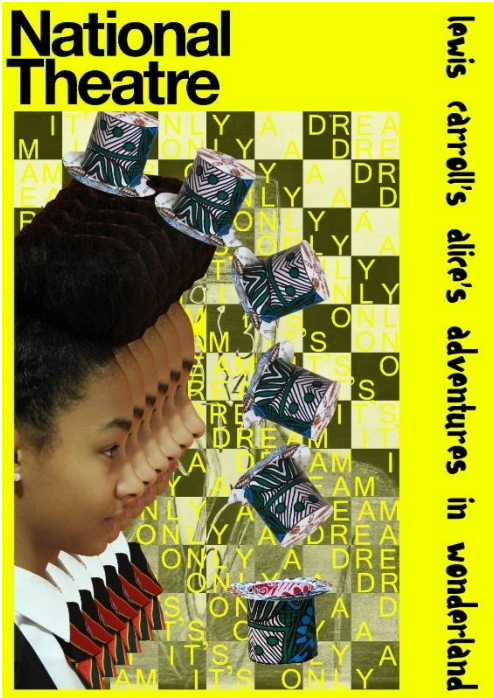
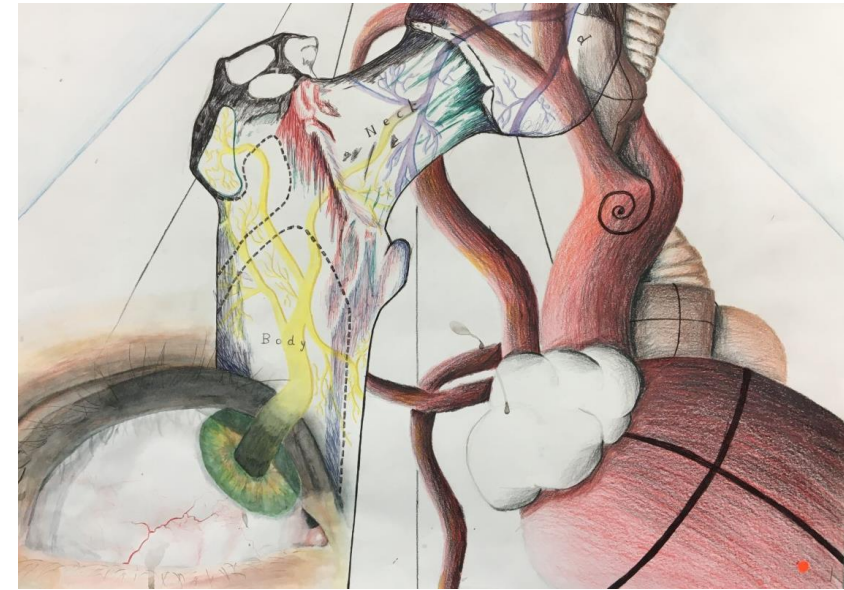
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We are also a very successful department!

Art GCSE Results

	9-7 (A**/A)	9-5 (A**/High C)	9-4 (A**- Low C)
2017	40	-	98
2018	51	90	98
2019	20	54	75
2020	30	73	95



Graphic Design GCSE Results

	9-7 (A**/A)	9-5 (A**-High C)	9-4 (A**- low C)
2017	11	-	84
2018	21	82	91
2019	27	69	85
2020	28	76	96

The top UK universities are wanting pupils to do creative art subjects at degree level.

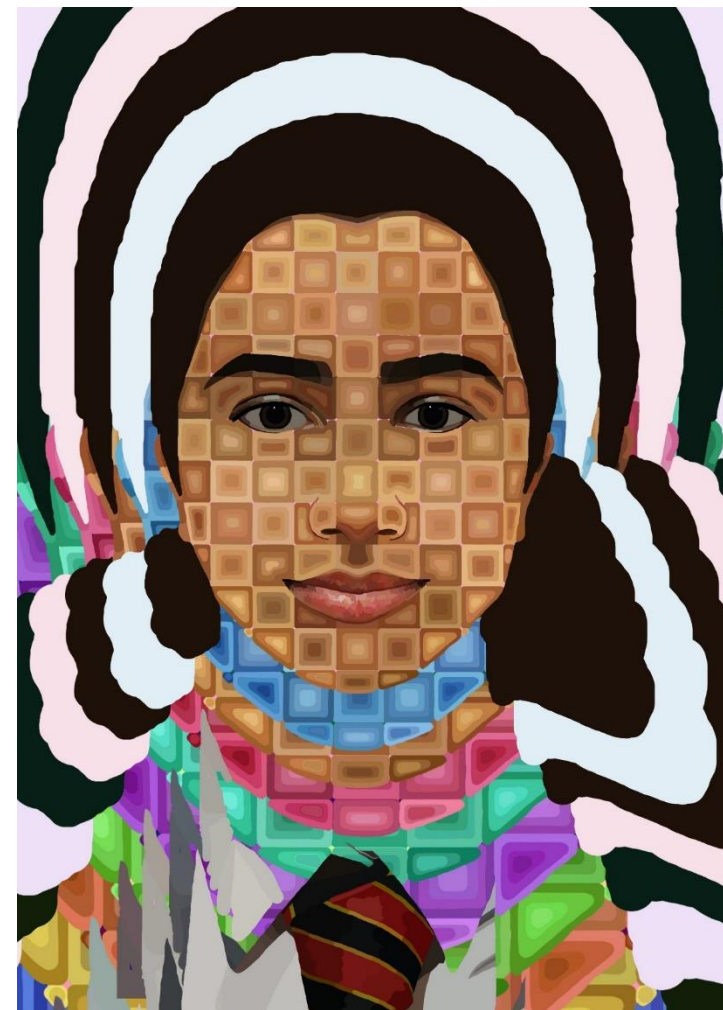
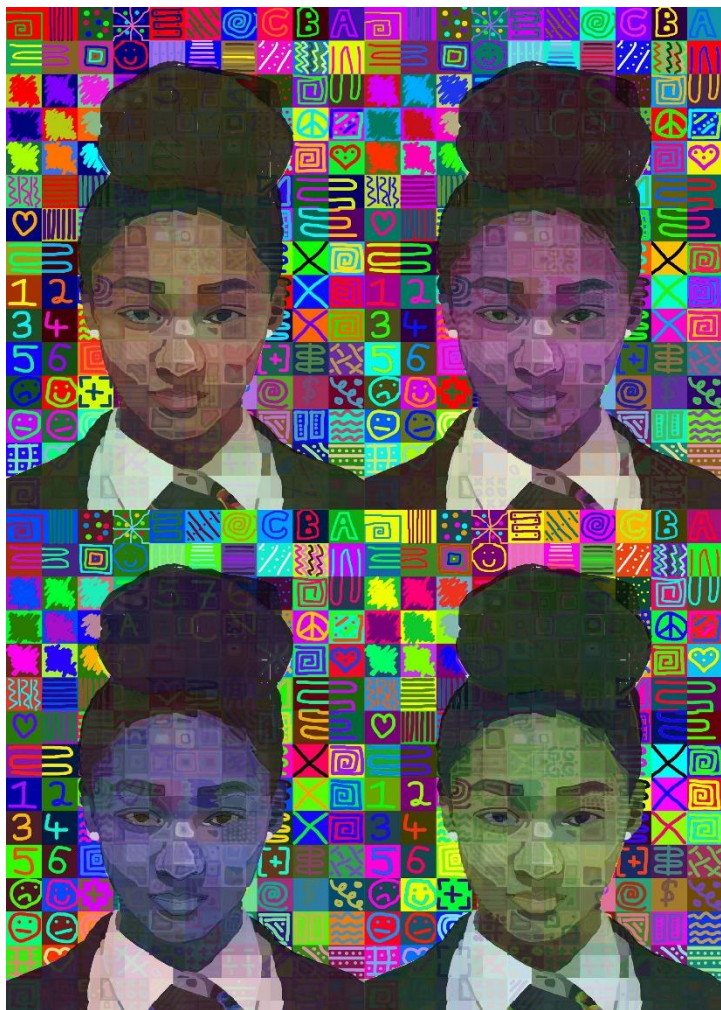


FACT: UK Creative industries employ 1.5 million people... digital and creative industries are the UK's third largest export...the UK advertising industry is worth £15.6 billion a year...creative and cultural industries contribute £33.3 billion to the UK economy...the UK's fashion industry is worth an estimated £21 billion to our economy...The creative industries generate exports worth £8.9 billion a year...

A qualification in art & design could lead to a career as an...

Animator/Antique dealer/Architect/Architectural technician/Art editor/Art gallery curator/Arts administrator/Art therapist/Art valuer/Blacksmith/Cabinet maker/CAD technician/Ceramics designer/Clothing alteration hand/Community arts worker/Conservator/Costume designer/Design engineer/Dressmaker/Exhibition designer/Fashion designer/Fine artist/Florist/Footwear designer/French polisher/Furniture designer/Furniture restorer/Glass Engraver/Glassmaker/Graphic designer/Illustrator/Interior designer/Jewellery Designer-maker/Landscape architect/Leather craft worker/Machine printer/Make-up artist/Medical illustrator/Model maker/Museum assistant/Museum curator/Musical instrument maker/Naval architect/Pattern cutter/Pattern grader/Photographer/Photographic Stylist/Photographic technician/Picture framer/Product designer/Prop maker/Reprographic assistant/Set designer/Signwriter/Stonemason/Tailor/Tattooist/Textile designer/Textiles production manager/Web designer, or a job not yet created...

Don't just take our word for it... This is what pupils say about the Art & Design and Graphic Design GCSEs...



<http://www.vimeo.com/313993400>