

Graphic Communication

Advanced Higher

Recommended Entry Requirements

A or B at
Higher Graphic
Communication

The course will support learners with a deep interest in Graphic Design and Design Engineering.

Progression through Graphic Communication

This course or its units may provide progression to:

- a range of design and/or design engineering -related Higher National Diplomas (HNDs)
- degrees in graphic design and/or design engineering-related disciplines
- careers in graphic design and/or design engineering design fields.

Course Content

Graphic communication study at this level will bring together aspects of technology and engineering, design, artistic endeavour, creativity, language and communication, and will therefore reflect these everyday activities as they interact in our world.

The challenges and activities for learning in the Course encourage learners to become successful, responsible and creative in their use of graphic skills and technologies, and to continue in their acquisition of the capabilities and attributes of the four capacities, including: creativity, flexibility and adaptability; enthusiasm and a willingness to learn; perseverance, independence and resilience; responsibility and reliability; and confidence and enterprise. Through these challenges and activities, learners should find learning an enjoyable and engaging experience.

In progressing learning, this Course seeks to allow the learner to explore graphic communication in specific work contexts, with a clear focus on the application of their skills and knowledge in producing effective, relevant and creative solutions and in supporting the activities of those contexts.

Skills Developed

The aims of the Course are to enable learners to develop:

- skills for enquiry, research and evaluation in the commercial contexts of graphic communication
- critical understanding of the impact of advanced graphic communication technologies and activities on our environment and society
- skills in applying graphic communication design principles and techniques in the various contexts of commercial activity
- skills in the use of software applications in producing creative, meaningful and effective graphic items and solutions to contextualised problems and challenges
- skills in creatively applying graphic presentation work and animation techniques to satisfy the needs of commercial activities and those of their audiences
- the ability to demonstrate independence in learning and thinking.

Assessment

Exam

2 hours 30 minutes, 90 marks, externally assessed.

Assignment Task

90 marks, externally assessed.

Passing the course equates to one level 7 qualification (32 SCQF credit points).

Related Careers

Graphic Communication is the language used to convey information in manufacturing industries such as:

- Civil Engineering
- Construction
- Product Design
- Graphic Design
- Architecture
- Teaching

Some famous faces who also had careers related to Graphic Communication include David Bowie, Alan Rickman, Iris Apfel and Freddie Mercury.

