



BTEC Extended Diploma Graphic Design (Level 3)

WHY TAKE THIS COURSE?

During the course, you will learn by completing assignments that are based on realistic workplace situations and activities; you will learn industry standard graphic design skills. You will work with industry professionals on 'live' projects, producing work that will provide you with numerous opportunities to see your projects used commercially. In the second year you will create a final exhibition showcasing the best of your work. As well as learning about employment in the creative industries, you develop the skills you need to start a career in Graphic Design or to progress to Higher Education.

WHAT WILL I STUDY?

You will develop general art and design skills using a variety of 2D and 3D media including drawing and painting, photography, model making and art history. You will also learn specialist skills ranging from: Computer Image Manipulation, Website Design, Advertising, Typographic and Print Media. You will develop a theoretical and practical understanding of the effective use of visual communication, using a combination of traditional materials and computer-based processes using industry standard software (Adobe Creative Suite).

HOW WILL I BE ASSESSED?

Units of work are internally assessed and verified through assignments set and marked by your tutors; others form part of the Final Major Project. When you have completed all the units of the course you will receive an overall grade.

WHAT SKILLS AND SPECIAL QUALIFICATIONS DO I NEED?

You will need 5 GCSEs grades A-C including a grade C GCSE or better in Graphics or another Art and Design related subject. However, a passionate interest and commitment to the subject are also major requirements for success.

WHAT CAN I DO NEXT?

This course is for students with ambitions to progress into areas such as: graphic design, illustration, advertising, publishing, interactive media and any other art and design career via a degree or by going straight into industry.

PRIESTLEY EXTRA

Understanding and commenting on the work of other artists and designers is a vital part of the course and you will be encouraged to participate in gallery visits to enrich your own practice. As well as research trips and gallery visits, we invite speakers from Universities and from industry to talk to you about career paths. A large proportion of the assignments are 'live' - set by industry professionals. Past clients range from Sky TV to various local and national charities and businesses.