# **Graphic Communication**



## What will I study?

The course has two areas of study — Technical graphics, and Commercial and visual media graphics.

**Technical graphics** Candidates develop creativity and evaluation skills in technical graphics through manual and electronicbased communication activities. They explore the purpose, application and audience requirements of technical graphics and apply graphic communication skills, knowledge and understanding to plan, produce and evaluate technical graphic techniques and technologies. They also explore the use of detailed 2D and 3D graphics in modelling, graphic visualisation and technical/ mechanical animation.

**Commercial and visual media graphics** Candidates develop skills and techniques to create effective commercial and visual media graphic communications and explore their application in publishing and promotion. Graphic design work is iterative. Candidates review, evaluate, amend and present their work, and develop a deep understanding of the needs of the intended audience.

# What skills will I develop?

- developing and presenting effective graphic communications which support and inform business, industrial and/or built environment sectors
- investigating, evaluating and skilfully applying common and contemporary technologies and techniques to produce graphic communications which support technical activities
- knowledge and understanding of the role of graphic communication activities in meeting audience requirements
- analysing often complex features of graphic communications which support and inform business activities
- ethical, social and environmental considerations in the development and production of graphic communications
- The key concepts that support the planning, design and production of technical graphics, and commercial and visual media graphics
- a critical understanding of the impact of graphic communication activities on our environment and society
- planning, managing and undertaking a significant graphic communication project

# How will I be assessed?

### **Question paper 90 marks**

The question paper has a total mark allocation of 90 marks. This is 50% of the overall marks for the course assessment. The question paper consists of a number of structured, context-based questions, some of which integrate content from across the course.

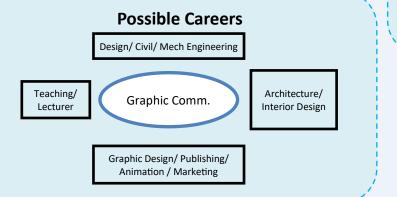
### Project 90 marks

The project has a total mark allocation of 90 marks. This is 50% of the overall marks for the course assessment. The project assesses candidates' practical application of knowledge and skills from across the course. It is based on a meaningful and appropriately challenging task and requires candidates to develop a solution to an appropriately complex graphic communication task.

## What Next?

Various University and college courses for specific career paths within the world of Engineering, Graphic Design and Architecture

Get involved in the planning and production stage of the manufacturing industry, Oil and Gas Industry or CAD technician work.



Need more info? -<u>SQA Course Outline</u> <u>My World of Work</u>