

BTEC level 3 Extended Diploma in Art & Design (Graphic Design) Edexcel

What does the course involve?

Graphic Design is a specialist course that will help you to develop both a theoretical and practical understanding of the creative use of visual communication, using a range of processes and fantastic industry standard software packages.

The course will not require any previous experience, although a keen interest in art and design is necessary. Each unit is based around a project brief which echoes one you will experience as a graphic designer. You will work with real clients and freelance specialist to help you develop industry standard practices and skills. A huge range of creative activity falls under the umbrella term graphic design; this course ensures you build your creative abilities in many of the categories, and in doing so build your portfolio of work.

As part of your main programme of study you will work towards a qualification in Maths or ICT where appropriate.

www.johnruskin.ac.uk



What units will I be studying?

Core Units:

- Visual recording in Art & Design
- Communication through Art & Design
- Materials, techniques and processes in Art & Design
- Ideas and concepts in Art & Design
- Contextual influences in Art & Design

Specialist units:

- Words and Images in Graphic Design
- Image Manipulation using computer applications
- Narrative Image Making in Art & Design
- Lens-based Image Making
- Information Graphics
- Mixed Media Image Making

What are the career opportunities open to me if I take this course?

A BTEC Level 3 Extended Diploma in Graphic Design offers you a direct progression route to a University course in Graphic Design, Web-design, 3D design, Animation or Photography. There are also a number of job roles within the role of advertising, animation as well as in publishing and information design. Because the course enables you to build a portfolio you could get experience working for a design team in one of these areas.



your career starts here...

Selsdon Park Road
South Croydon
CR2 8JJ

www.johnruskin.ac.uk

Entry Requirements for Level 3 Qualifications (A Level Equivalents):

Learners must have at least 4 GCSEs at grade C or above to include English (or equivalent) or a merit or above at a full level 2 course. For Science, grade C at GCSE Maths (or equivalent) is required.

Learners at all levels will be expected to undertake an initial assessment to ascertain they are on the correct level of course.

For further information telephone:
020 8651 1131

Details can be subject to change.