Advanced Higher Graphic Communication (Course Code: C835 77)

SCQF Level 7 (32 Credit Points)

Why study Graphic Communication?

Graphic Communication in all its forms is vital to society. It is a means of getting across information visually using graphics. Graphic communication comes in many forms and various aspects of life including education, industry and commerce.

This course is designed to increase your awareness of how graphics are used, and to learn about the technology used to create them. You will create 2D, 3D and pictorial graphics with visual impact or that transmits information, digitally and on paper.

The skills you learn in this course are useful in many career areas including Architecture, Surveying, Engineering or Design and Marketing.

Career Pathways

To see what career areas this subject could lead to and the routes to get there, download and view these career pathways:

Art and Design

Communications and Media

Computing and ICT

Construction

Engineering

Teaching and Classroom Support

What do I need to get in?

This is at the discretion of the school/college but you would normally be expected to have attained one of the following:

- **Higher Graphic Communication**

What will I study?

The course comprises **two** areas of study.

Technical Graphics

You will:

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

Commercial and Visual Media Graphics

This unit is particularly relevant for those with an interest in the broad commercial and visual media use of graphics which might include presentation work, magazines, newspapers, informational manuals, static promotional work, website page layout, graphic design, advertising and point of sale, digital media, games, animation, expressive arts, electronic-based learning and advertising.

You will:

- explore a range of effective commercial and visual media graphic communication activities and their application in the fields of publishing and promotion
- develop graphic design skills, with an expectation of review, evaluation, amendment and presentation
- develop a deep understanding of the needs of the intended audience.

How will I be assessed?

Course assessment

The course assessment consists of **two** components **totalling 180 marks**:

- Component 1: Question paper (90 marks)
- Component 2: Project (90 marks).

For the project you will be asked to choose a topic and develop a solution to a complex graphic communication task.

Both the question paper and the project are set and externally marked by the Scottish Qualifications Authority (SQA).

The grade awarded is based on the total marks achieved across course assessment.

The course assessment is graded A-D.

Study Materials

SQA Past Papers Graphic Communication Advanced Higher
SQA Specimen Graphic Communication Advanced Higher Question Paper

What can I go on to next?

Further study, training or employment in:

- Art and Design
- Communications and Media
- Computing and ICT
- Construction
- Engineering
- Teaching and Classroom Support