

BTEC TECH AWARD GRAPHIC DESIGN



Exam Board

PEARSON BTEC—EDEXCEL

Overview

During this course, students will learn to identify and experiment with all aspects of graphic design. They will learn about graphic designers, and working in the industry. Practical tasks involve working to graphic design briefs, client briefs, using a range of media including graphic design software combined with traditional techniques to create a design portfolio.

Course Structure

Coursework Assignments —Students explore a range of specialist materials and processes that reflect vocational settings. Having explored a different approaches to design problems, generating ideas and developing practical techniques in a range of specialisms within the industry.

Component 1—investigate / generate / develop—Internal Assessment

Component 2—develop / record / develop , refine, communicate

Component 3—demonstrate / develop / present

Assessment

Component 1: Generating ideas in Art & Design 30%

Component 2: Develop Practical Skills in Art & Design 30%

Component 3 : Responding to a Client Brief 40%

Career Opportunities

Advertising, Animator, Creative director, Graphic designer, Illustrator, Multi media design, Production designer, Theatre/television/film, Marketing, Book and Magazine design, Web design, Game designer, Photo editor, social media content designer, VFX artist

Pathways

A Level

Apprenticeship

Diplomas

Further information

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