



Curriculum Statement – Graphic Communication

The main aim of the subject is to foster and develop students' creativity; developing artistic and practical skills, and proving methods to explore creative ideas. In doing so I wish to explore and enrich our student's passions, cultural awareness and ability to evoke core human's emotions, with an emphasis of empathy and respect.

Providing the wider skills to be successful within a modern design society is a priority within the subject. The social skills acquired during creative group work, decision making, adaptability, listening to options and the justification of your own ideas are imperative to personal development. All our projects run over an extended time frame, therefore fostering time management and advanced planning is an important aim of the subject. Within this time frame success is achieved by a continual cycle of experimenting, evaluating and responding to feedback. Mistakes are welcomed and used as positive developments. Students are invited to work independently, responding to text, imagery and experiences in personal and original ways. Therefore, we aim to develop resilience: willingness of accept criticism and explore new approaches- all central themes is being a dynamic and effective team player in all forms of employment.

"It's through mistakes that you actually can grow. You have to get bad in order to get good." – Paula Scher Graphic designer