

# Level 3 Graphic Design

In Partnership with Local Industry, Professional Designers and Employers

ART, DESIGN &  
PHOTOGRAPHY  
Wakefield  
College



## Course Overview

Graphic Design is an exciting and growing area in Art & Design. Graphic Designers use a wide range of creative art and design techniques to create dynamic and exciting designs that are used for posters, packaging, book covers, illustration, illustration, advertising, CD covers and the emerging world of motion Graphics. You will also be taught cutting edge, industry standard, Adobe design software, Photoshop, Illustrator, InDesign and After Effects. You will be able to use the suite of computers alongside traditional Art and Design techniques, ideas and inspirations to produce personal and inspiring work that interests you. This can be used to create a portfolio of work to enable you to progress into the world of professional Graphic Design and Creative Industries.

The course is aimed at anybody who has a creative mind, wants to develop their design knowledge and skills and has a real passion and desire to work in the creative industries. You will gain self-confidence in your portfolio of work and a range of personal skills, such as, group work, application advice and interview techniques, this will equip you for applications and interviews at University, apprenticeship or employment.

Please Note: Work placement opportunities will be available at all levels.

The course will be delivered through a series of practical assignments and workshops, led by friendly, supportive and highly experienced staff. Whether your interest is illustration, character design, animation, graphics or motion graphics. You will have the opportunity to work in our specialist studios and IT suites, and use a variety of industry standard software, 2D and 3D media, equipment and tools.

You will use industry standard software and hardware to produce posters, business stationery, web sites, product packaging, magazine editorial, point of sale products, animation, motion graphics and corporate identity. You will also learn about the graphic design industry and contemporary art and design. There will also be guest speakers and industry specialists who work in fast-paced international design studios that produce many well-known brand logos and packaging.

## What You Will Study

Examples of some of the topics you may study are:

- Digital Imaging
- Computers in Art and Design
- Design for Advertising
- Animation
- Motion Graphics
- Packaging Design

### START DATE

September

### LEVEL

Level 3

### STUDY MODE

Full-time

### DURATION

2 years

### AWARDING BODY

Pearson BTEC

### LOCATION

Wakefield College



For further information about this course, including Entry Requirements, Assessments and Further Study, scan the QR code.

## Need More Information?

For additional course information please contact the Course Information Team on **01924 789111** or email [courseinfo@heartofyorkshire.ac.uk](mailto:courseinfo@heartofyorkshire.ac.uk).

To learn more about Wakefield College, our facilities and how we can support you please visit our website [www.heartofyorkshire.ac.uk](http://www.heartofyorkshire.ac.uk).

## Quick Links



How to  
Apply



Student  
Support



Virtual  
Tours

- Illustration
- Typographic and Layout Design

## How You Will Be Assessed

You will be continually assessed by your tutors throughout the academic year, and an external moderator will verify and confirm your final grades.

Year 1 will complete one module, A1 Skills Development and A2 Creative Project and these will be internally assessed and graded at a Pass, Merit or Distinction.

Year 2 will complete a further module, B1 Personal Progression and B2 Creative Industry Response, graded at a Pass, Merit or Distinction. The combination of grades from both years will determine the overall grade for the course.

## Entry Requirements

4 GCSEs at Grade 9-4, including English or Maths and a Grade 3 in either English or Maths.

OR

4 GCSEs at Grade 9-4 including English or Maths and a Level 2 in either English or Maths.

OR

Successful completion of Level 2 at Merit Grade and GCSE English or Maths at Grade 4 and Level 2 in either English or Maths.

PLUS

Satisfactory interview and a portfolio of work for all options above.

## Interview Information

When you attend your interview, please bring along your latest school report, your predicted grades and examples of creative work which may include sketchbooks, portfolio or sample work from your current GCSE course in Graphics, Art or Photography.

## Further Study

On completion of the course, with the appropriate pass and English and Maths grades you can progress onto Higher Education degree programmes in Graphics, Illustration, Animation and Comic Art, apprenticeships or employment.

Those interested in web design could progress to the HND Photography or the BA Creative Industries courses at Wakefield College whilst those interested in Art & Design could progress onto our HND in Fine Art. Many students have been successful in progressing onto a range of design related Higher Education courses throughout the UK as well as to employment.