New Students’ Information Online 2020

Summer Preparation Booklet

ARTS
SUBJECT LISTED:

- Art & Design [AS]
- Art & Design Practice [BTEC L3]
- Art & Design Practice: Digital Media [BTEC L3]
- Graphic Design [AS]
- Photography [AS]
- Photography [GCSE]
Art & Design [AS]
What are the main features of this course?

The AS-level course covers a wide range of creative disciplines including observational study, composition, critical studies, two-dimensional design, print making and sculpture (clay, wood, plaster, metal, plastic). Students cover these subjects through project work with a theme for each module; preparatory studies are expected to be completed outside lesson time. Students who want to achieve an A-level take the second year which builds on the first year’s work to develop and refine practical skills and creative thinking. In the second year, one of the units includes a written component on an aspect of art history within a personal investigation.

Hours of lessons per week: 5

Indicative group size: 20

How is the course assessed?

The course is modular with two units examined in both the AS-level and the full A-level, worth 60% for the portfolio unit and 40% for the controlled test set by the examination board. Coursework is an integral part of the final assessment; this is marked internally then externally moderated.

Where can I go next?

The course provides a wide range of studies in a portfolio for entry to Foundation Studies in Art and Design or degree level. This subject can be combined with the other AS and A-levels in the department, or combined with other disciplines to provide qualifications for entry to university.

Need More Information? Contact:

Alex Church
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AS LEVEL ART & DESIGN

SUBJECT OVERVIEW

• The AS-level course covers a wide range of creative disciplines including observational study, composition, critical studies, two-dimensional design, print making and sculpture (clay, wood, plaster, metal, plastic). Students cover these subjects through project work with a theme for each module; preparatory studies are expected to be completed outside lesson time. Students who want to achieve an A-level take the second year which builds on the first year’s work to develop and refine practical skills and creative thinking. In the second year, Component 1 includes a written element on an aspect of art history within a personal investigation.

• The AS consists of two components. In Component 1, students produce an extended collection of work that exemplifies aspects of their developing knowledge, skills and understanding. In Component 2, students respond to an Externally Set Assignment set by the examination board.

• The A Level is also made up of two components. Component 1 is a Personal Investigation into a selected area of artistic practice and Component 2 is another Externally Set Assignment. All coursework is marked internally then externally moderated.

• There are many links with local universities which are accessible to JCC students. Enrichment includes visits by artists, specialist workshops and trips to London and the West Midlands area.
SUMMER CHALLENGE

 Produce three drawings in any media on the theme of ‘local environment’, make sure at least one of them is in colour. Collect three artists’ works that interest you that could relate to this subject matter. Write a paragraph on one of them on what you like about the work.

 Take fifteen photographs using a phone or a camera based on the theme of ‘local environment’. Five of them ‘macro’, close up, five a few feet away from the subject matter and five in the distance. Each set of photographs will give you a different set of information.

 Tate magazine, Crafts and The Artist are magazines which feature inspirational art tutorials, tips, advice, interviews and much more.

 HINTS & TIPS

 The web has many resources and tutorials for people wanting to explore art. We’ve picked some top resources to help you really get to grips with it:

 artsandculture.google.com
 www.booooooom.com
 www.juxtapoz.com

 Collect your art equipment together, make sure you have a sketchbook, soft pencils and a range of paints. Some of this can be bought cheaply in college in September. Make sure you have an SD card for taking photographs and a memory stick.

 Look at Art in the community. You can do this by visiting local galleries such as the Birmingham Museum and Art Gallery or the Ikon Gallery in town or local exhibitions. You can watch TV programmes on different aspects of art e.g. Portrait Artist of the Year or Landscape Artist of the Year.
How much homework is given each week and what form does it take?
You will often be given research on artists' work or drawings or paintings to complete for homework. You should spend approximately five hours a week outside of lessons on this. Students should complete homework in a sketchbook.

What kinds of media will we use in class?
The course offers a wide variety of methods of working. We aim to teach you many different techniques including drawing, painting including acrylic and oil painting, plus a range of printmaking skills and 3D materials. Some of them will be familiar and some new to your skill set.

How is the work assessed?
Component 1 is based on a Portfolio and is worth 60% of the course. Component 2 is an Externally Set Task, 40%, which include five starting points set by the Exam Board. The exam is ten hours for AS and fifteen hours for the full A Level sat at the end of the academic year. All coursework is internally marked and externally moderated by the Exam Board.
Art & Design Practice
[BTEC L3]
What are the main features of this course?
The course is designed to prepare students for employment in art and design and for progression to Higher Education. This two year course is equivalent to three A-levels and worth 180 credits that are achieved by completing five mandatory units and a range of Professional Specialist units. The Professional Specialist units enable the student to explore broad areas of art and design with an opportunity to specialise in the second year. Disciplines likely to be covered include printmaking, painting, sculpture, graphic design, fashion & textiles and 3D design crafts.

Mandatory units:
- Visual Recording in Art and Design
- Materials, Techniques, and Processes in Art and Design
- Ideas and Concepts in Art and Design
- Communication Through Art and Design
- Contextual Influences in Art and Design

Hours of lessons per week: 15

How is the course assessed?
All units are internally assessed at pass, merit or distinction level. Assessors are specialist subject teachers and a lead verifier. The course is verified to meet national standards by a Centre Assessor from Edexcel.

Who should study this course?
The course is specifically designed for students who are keen to pursue a career in art and design.

Where can I go next?
Commonly, students progress to Higher Education to study for a degree in a variety of disciplines and specialist areas of art and design.

Need More Information? Contact:
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• This new creative practice qualification has been developed alongside experts from the creative industries to focus on practical and progression-focused learning. It provides students with opportunities to enter a broader range of higher education, apprenticeships, or employment roles.

• To allow for a rich and immersive learning experience, students can work freely across a range of technical skills areas which reflect current industry practice. Disciplines likely to be covered include printmaking, painting, photography, graphic design, fashion & textiles and 3D design.

• The Extended Diploma consists of four assessed units. In year 1, students will begin by exploring the fundamentals of art and design practice and develop practical skills. Following this, they will respond to design briefs that reflect current industry practice, demonstrating their ability to generate ideas and produce creative, professional outcomes.

• In year 2, students will develop an understanding of industry, employment roles and higher education routes and prepare progression materials (such as a portfolio) relevant to personal aims. In the last unit of the course, students will advance their practical, critical and reflective skills to plan, prepare and develop a proposal for a response to an industry relevant brief and carry it out from concept to resolution.

• There are many links with local universities which are accessible to JCC students. Enrichment includes trips to London and the West Midlands area.
SUMMER CHALLENGE

Create an inspirational scrapbook full of pictures, tickets, flyers, photographs, printouts, labels, wrappers, magazine articles that you find interesting and that appeal to you. Scrapbooks can be a great resource when generating your own ideas. Inspiration can be drawn from text, fashion, colour combinations and layouts.

Create a photo diary of your summer. Photograph your environment, your family and friends. Photograph places you visit. Look for exciting features you may not have noticed before in your immediate environment such as buildings or signs.

Create 3 Drawings using any materials that you like based on the theme of environment. You could use paint, collage, watercolours, ink, biro or any other materials you can think of.

HINTS & TIPS

There are many online resources and tutorials for you to explore art and design. We’ve picked some inspirational resources for you to browse.

- coolvibe.com
- pinterest.com
- vam.ac.uk
- deviantart.com
- conceptartworld.com
- dribbble.com/search?q=digital+art
- tate.org.uk
- studentartguide.com
- Fashionmuseum.co.uk

Gather together your own set of art supplies. It is important to have the basics, such as a sketchbook, soft pencils and a range of drawing and painting materials. Make sure you have an SD card for taking photographs and a memory stick. You will need different materials for the different subject areas. Your subject tutors will advise you of any specialist materials. Most materials can be bought cheaply in college.

Visit galleries and museums regularly to see top quality work from a wide range of artists and designers. In Birmingham we are lucky to have many venues to visit where you can see both traditional and contemporary work. Such as the MAC, BMAG, Ikon Gallery and The Custard Factory to name but a few. Looking at the work of other artists and designers will greatly inspire you.
**FAQs**

**Will I be able to go to University after doing this course?**
Yes. Universities welcome applications from BTEC students. The nature of the full time BTEC course is perfect in preparing you for studying an Art and Design degree at university. The BTEC can lead to a variety of courses such as; Textile Design * Graphics * Game design * Interior Design * Architecture * Fashion* Fine art * Illustration * Photography * and many more.

**What jobs can an Art and Design qualification lead to**
There are many career pathways that an Art and Design qualification can lead to; *Artist * Designer-maker * fashion designer * art/design journalist * curator * fashion buyer * textile designer * interior designer * graphic designer * illustrator * Gallery owner/assistant * animator * photographer * art director * editor * costume/theatre designer * and many many more.

**What different subjects will I do on this course**
This course allows you to explore 4 main areas of art and design. *Textiles and mixed media. * fine Art * Photography and Digital media * 3-D design
Art and Design Practice: Digital Media [BTEC L3]
What are the main features of this course?
This new creative practice qualification has been developed alongside experts from the creative industries to focus on practical and progression-focused learning. It provides students with opportunities to enter a broader range of higher education, apprenticeships, or employment roles.

This course is a specialist programme with a focus on the digital media sector, rather than broader art & design disciplines. The course focuses on areas including graphic design, photography, digital illustration and concept art and design for digital platforms.

The Extended Diploma consists of four assessed units. In year 1, students will begin by exploring the fundamentals of art and design practice and develop practical skills. Following this, they will respond to design briefs that reflect current industry practice, demonstrating their ability generate ideas and produce creative, professional outcomes.

In year 2, students will develop an understanding of industry, employment roles and higher education routes and prepare progression materials (such as a portfolio) relevant to personal aims. In the last unit of the course, students will advance their practical, critical and reflective skills to plan, prepare and develop a proposal for a response to an industry relevant brief and carry it out from concept to resolution.

Hours of lessons per week: 15

How is the course assessed?
A popular feature of this qualification is the assessment method. In this course, the same five assessment criteria are used to assess all work throughout the qualification, making the assessment process simple and clear. As stated above, the qualification consists of only four units. This allows students time to develop their skills and knowledge between formal unit assessments. Within the Extended Diploma, the final grade is weighted towards the second year of the programme to ensure that students have maximum opportunity to develop and apply their skills. All coursework is internally assessed and then externally moderated by the awarding body.

Who should study this course?
As a full-time course, this BTEC is specifically designed for students with a genuine passion for digital media and an ambition to pursue a career in a creative industry. If you have an interest in graphic design, game art or digital photography then this is the course for you. You will explore materials and techniques to create work for a range of areas of digital art, from concept art for games or animation to graphic design for a range of digital platforms.

Where can I go next?
Students can enter a broad range of higher education courses, apprenticeships, or employment roles across the creative industry. Students may also pursue a career in other sectors where these skills will be valuable, such as education.

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There are many links with local universities which are accessible to JCC students. Enrichment includes trips to London and the West Midlands area.
SUMMER CHALLENGE

Collect together examples of your digital art interests. These could be YouTube clips or images which explain your motivation or inspiration.

These could include:
- Profiles of artists that you find interesting
- Art work which has had a creative effect on you
- Popular culture or media which you think has artistic merit i.e. films, animations, video games or comic books.

Try and draw some of your favourite characters, as well as different objects you find around the house! During the first term of your course you will be learning how to digitally illustrate these, learning the basic skill of drawing is going to be hugely important and get you one step ahead!

Make sure you have a keen interest in Graphics, Photography and Digital Art. Find out what sort of jobs are out there for artists, photographers, textile designers and graphic designers.

HINTS & TIPS

The web is brimming with resources and tutorials for people wanting to explore digital art. We’ve picked some top resources to help you really get to grips with it:
- http://www.digitalartserved.com/
- http://coolvibe.com/
- https://www.pinterest.com/search/pins/?q=digital+art
- https://dribbble.com/search?q=digital+art
- http://conceptartworld.com/
- http://www.deviantart.com/browse/all/digitalart/

Make sure you are prepared for September! Try and get a hold of your usual basic equipment such as: pencils, a ruler and a rubber. You will be using these a lot so make sure you have something to keep them safe in!
If you can, try and also get: fine liner pens, a sketchbook and somewhere to store it all, such as an A3 carry folder!

Play some games over summer! This might sound crazy, but when we work with concept art knowing a huge range of games and styles will be really helpful for you!
Will I be able to go to University after doing this course? Yes. Universities welcome applications from BTEC students. The nature of the full time BTEC course is perfect in preparing you for studying an Art and Design degree at university. The BTEC can lead to a variety of courses such as: Textile Design * Graphics * Game design * Interior Design * Architecture * Fashion* Fine art * Illustration * Photography * and many more.

What jobs can an Art and Design qualification lead to? There are many career pathways that an Art and Design qualification can lead to; *Artist * Designer-maker * fashion designer * art/design journalist * curator *fashion buyer *textile designer * interior designer * graphic designer **illustrator * Gallery owner/assistant * animator * photographer * art director *editor * costume/theatre designer * and many many more.

What different subjects will I do on this course? This course allows you to explore 4 main areas of art and design. *Textiles and mixed media. * fine Art * Photography and Digital media * 3-D design
Graphic Design [AS]
What are the main features of this course?
At AS Level, students will be introduced to a variety of graphics media including different materials and techniques to create typography and images. These include drawing, paint, print, stencils, calligraphy, photography and using digital software such as Adobe Photoshop and Illustrator.

Students will look at areas of graphic design used in everyday society such as advertising, packaging, typography, illustration, animation, logos and respond to a brief or to a concept or idea. As in all areas of art and design, students must research and refer to historical and contemporary developments and different styles and genres in their chosen area of graphic design.

Second year builds on the skills, knowledge and understanding developed at AS-level to allow greater depth of study with opportunities to develop more individual interests. Completing the second year will lead to a full A-level qualification.

Hours of lessons per week: 5

Indicative group size: 20

How is the course assessed?
The course is modular with two units examined in both the AS-level and the full A-level, worth 60% for the portfolio unit and 40% for the controlled test set by the examination board. Coursework is an integral part of the final assessment; this is marked internally then externally moderated.

Where can I go next?
Progression to A-level will support the development of a portfolio for entry onto Foundation Studies in Art and Design or degree level study at university. This subject can be combined with the other AS and A-levels in the department, or combined with other academic qualifications to gain entry into university.
AS LEVEL GRAPHIC DESIGN

SUBJECT OVERVIEW

• The AS level is a one year course that consists of two components. Students will be introduced to a broad range of materials, techniques and processes to explore in the production of graphic design. Students will be taught digital software used in industry, such as Adobe Photoshop and Illustrator. The course also includes the exploration of traditional media for drawing, painting, printmaking and collage. Students will look at a broad range of areas within graphic design such as advertising, packaging, illustration, animation and branding.

• As in all areas of art and design, students must research and refer to historical and contemporary developments, styles and genres in their chosen area of graphic design. Students will learn how to respond to design briefs typical of the industry and develop their own ideas from a range of research methods.

• A Level builds on the skills, knowledge and understanding developed at AS-level to allow greater depth of study with opportunities to develop more individual interests. Completing the second year will lead to a full A-level qualification.

• The AS consists of two components. In Component 1, students produce an extended collection of work that exemplifies aspects of their developing knowledge, skills and understanding. In Component 2, students respond to an externally set assignment set by the examination board.

• The A Level is also made up of two components. Component 1 is a personal investigation into a specific area of design practice and component 2 is another externally set assignment. All coursework is marked internally then externally moderated.

• There are many links with local universities which are accessible to JCC students. Enrichment includes trips to London and the West Midlands area.
SUMMER CHALLENGE

Select one of the following design challenges to complete over the summer. Bring the work with you when your course starts in September:

1. Produce rough sketches then neatly design at least one logo for a business, charity or other company local to you.
   • Bring a photo of the current logo.
   • Draw up your favourite design and colour with pencil crayon.
   • Write a short paragraph to explain your ideas behind your design.

2. Select a news story from an online or printed source that interests you. Download and save or cut out and keep the article.
   • Produce at least one image that visually represents the content of the article. The image should just give a sense of the key points in the article, it doesn’t need to cover every part of it. You will typically find the type of image I am on about in newspapers, magazines and websites.
   • The image(s) can be produced using digital or hand-made methods. Use what you have available to you. This task is more a test of your ability to interpret the information in the article as an image and develop ideas, rather than produced work with a professional finish.

HINTS & TIPS

Make sure you have the following basic drawing and art equipment to prepare for the start of the course. As the course continues you will need to build your inventory of equipment.

- Black fine line pens
- A range of drawing pencils
- Pencil sharpener
- Eraser
- USB memory stick

You will be able to buy these items, except for the memory stick, from college at the beginning of term.

It is important that you start to develop your wider knowledge of what graphic design actually is, some history of the industry and what is happening now.

The following websites will give you some insight into graphics and illustration. Visit them over the summer and make a note of some of your favourite examples of design.

- identitydesigned.com
- ltmuseum.co.uk (click on the collections tab)
- thedieline.com
- illustrationx.com
- underconsideration.com/artofthemenu

AS LEVEL GRAPHIC DESIGN
FAQs

What kind of work will I make on this course?
Much of the kind of graphic work you interact with and see around you in
daily life. This includes packaging design, advertising campaigns, branding
design, merchandise, magazine design, book illustration. It is important that
you do not confuse this course with Graphic Products, which has more of a
focus on manufacturing processes and making actual products. This
course focuses more on the creation of graphic imagery and illustration for
print and digital formats.

Do I need to draw on this course? I thought I would just be on
computers every lesson.
The short answer is yes, drawing is an essential skill of visual communication.
You will need to be able to draw rough sketches of things you intend to
make digitally or use drawing to produce final work. However, it is
important that you understand that drawing on this course might not be
like that on a fine arts course. A good drawing doesn’t necessarily mean a
realistic drawing. Many designers and illustrators have quirky drawing styles
that are not realistic but have huge appeal. Think along the lines of the
illustrations in children’s books or packaging designs you see in the shops.

Will I have homework to do? What if I don’t have the equipment at
home?
Yes, you will be expected to do homework on a weekly basis. This is not an
easy course and it takes time-consuming practice to develop your skills.

You will be expected to invest in the basic arts equipment to
make work at home. Having software like Photoshop and
Illustrator at home would help you make digital in your own time
but it is expensive. For that reason, we make the computer facilities
available to you for as long as possible. You can access computers
after lessons finish almost every day of the week.
Photography [AS]
What are the main features of this course?

The AS is a one year course leading to an AS-level in Art & Design: Photography. The course provides opportunities to develop intellectual, imaginative and creative skills while helping students to understand the practices and use of photography in the past and in contemporary society.

The course as a whole will provide a broad and balanced study of the development of photography and its significance as a means of expression and communication.

The College’s darkroom and studio offer all students the opportunity to respond to a range of themes in an individual manner. The College provides 35mm and digital cameras, a fully equipped darkroom and a studio with tungsten and electronic flash systems. Digital darkroom facilities are also available offering Adobe Photoshop and other graphics software along with flatbed scanners and printers.

How is the course assessed?

The course is modular with two units examined in both the AS-level and the full A-level, worth 60% for the portfolio unit and 40% for the controlled test set by the examination board. Coursework is an integral part of the final assessment; this is marked internally then externally moderated.

Where can I go next?

Progression to A-level will support the development of a portfolio for entry onto Foundation Studies in Art and Design or degree level study at university.

This subject can be combined with the other AS and A-levels in the department, or combined with other academic qualifications to gain entry into university.
AS LEVEL PHOTOGRAPHY

SUBJECT OVERVIEW

• The AS is a one year course leading to an AS-level in Art & Design: Photography. The course provides opportunities to develop intellectual, imaginative and creative skills while helping students to understand the practices and use of photography in the past and in contemporary society. The course as a whole will provide a broad and balanced study of the development of photography and its significance as a means of expression and communication.

• The College’s darkroom and studio offer all students the opportunity to respond to a range of themes in an individual manner. 35mm and digital SLR cameras are provided for use during lesson time, and we have a fully equipped darkroom and a studio with tungsten and electronic flash systems. Digital darkroom facilities are also available offering Adobe Photoshop and other graphics software along with flatbed scanners and printers.

• The AS consists of two components. In Component 1, students are initially inducted into the subject with a range of different photoshoots and short skills based activities. Lessons can be outside of the classroom, where students are required to meet up with the class and the teacher ‘on location’ around the city. Students will also learn how to use the studio, the darkroom and how to use Photoshop to digitally edit their photographs.

• Students then move on to produce an extended collection of work that exemplifies aspects of their developing knowledge, skills and understanding.

• In Component 2, students respond to an externally set assignment set by the examination board.

• The A Level is also made up of two components. Component 1 is a personal investigation into a selected area of photography practice and component 2 is another externally set assignment. All coursework is marked internally and then externally moderated.

• There are many links with local universities which are accessible to JCC students. Enrichment includes trips to London and the West Midlands area.
SUMMER CHALLENGE

Pick one of the following themes, and take a series of 20 photographs that explore the theme. You will probably end up taking many more than 20 photographs, but have a go at reducing your photoshoot down to the best 20 shots. This is a chance to show that you have an enquiring and creative mind, don’t mind taking risks with your camera, and see the world in a slightly different way! Bring the image files with you to your first lesson.

1. “Looking Through”
   Go outside and take a series of photographs where you look through an object to view the scene you want to photograph. For example: photographing down a cardboard tube, holding up an empty picture frame and photographing the scene through it, shooting through a keyhole or a spyhole in your front door… Pick a range of different ‘items’ to photograph through.

2. “Distortion”
   What objects can you put in front of your camera to distort the scene? Take a series of portraits of family members where you interfere and alter the view by placing objects in front of your lens. Use a range of different objects. Think about glasses, snow globes, curved reflective surfaces, patterned glass windows, sheer material.

HINTS & TIPS

- It is vital that you already enjoy taking photographs! You need to be ‘that person’ who sees things differently in everyday life and thinks “that would make a good photograph…” Photography needs to be more than just an A’ level subject, it needs to be a hobby and a passion.

- Be prepared for a creative A’ level by gathering all the equipment you need to make a successful start to the course: your camera (and charger!), a new SD card, a memory stick, basic drawing materials, a set of good black fine liner pens, glue and scissors. We sell the right size and style of A3 sketchbook you need at college – this can be cheaply purchased from us at the start of the course.
Do I need my own camera in order to study Photography?
As an A level Photography student you would ideally own a digital SLR camera that you would bring into college for lessons and use for homeworks, although a small compact camera can be used if you don’t have access to a DSLR. We have a number of DSLRs that students can borrow, but these are for use in our studio and during photography lesson times only.

What types of homework will I be expected to complete?
Homeworks are often photoshoots. As a photography student you are expected to be ‘out and about’ in your local area taking photographs depending on the themes set. Homeworks also involve working in your sketchbook – this is an A3 blank paged book where you display all your images, draw diagrams, research other photographers and make notes to explain that explain your ideas and creative process.

How will my work be assessed?
The work you present in your sketchbook is what is assessed, and this is handed in for marking and feedback on a regular basis. It is important that you take time and care when presenting work in your sketchbook. No two sketchbooks are the same, so you can really let your creativity flow and develop your own unique style!
Photography [GCSE]
What are the main features of this course?

The course introduces you to the world of photography through both analogue and digital pathways. You will learn about how a camera and the darkroom work, but also learn about digital photography, digital flash and how to use Adobe Photoshop to edit and enhance your photographs. For the first half of the year students will complete a series of mini projects, with all work being presented in a sketchbook. For the second half of the year you will complete a project with a theme chosen from a selection set by the exam board; giving students the opportunity to put new skills into practice and to communicate your ideas visually.

How is the course assessed?

GCSE Photography consists of a portfolio unit and a controlled test unit set by the board worth 60% and 40% respectively. All units are marked internally then externally moderated.

Where can I go next?

Students can progress to A-level Photography, BTEC National Diploma in Art and Design or other A-levels.

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Joseph Chamberlain College
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