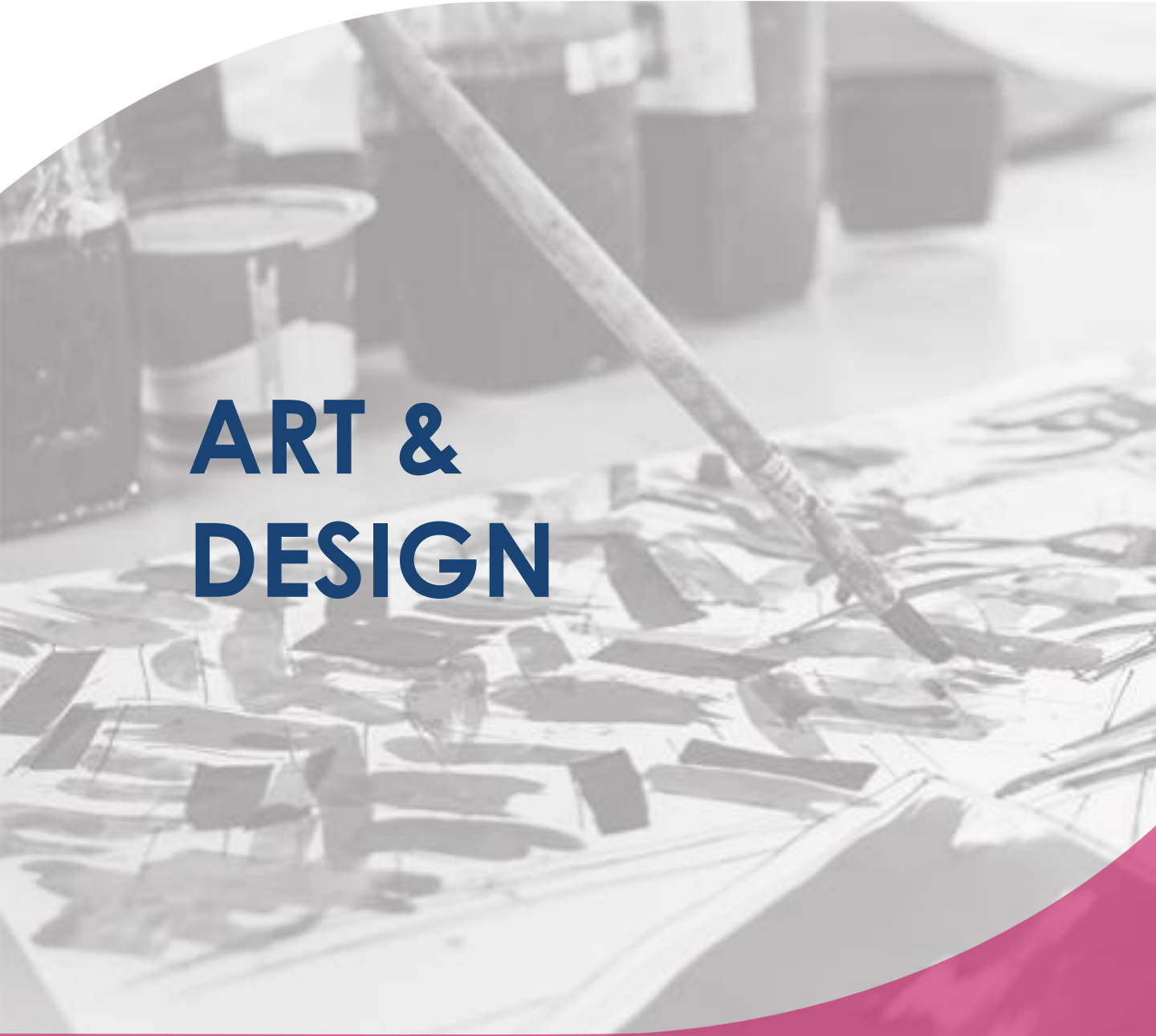


# Open Day 2023/24

## Course Information Booklet



**ART &  
DESIGN**



## COURSE LIST:

- Art & Design [AS]
- Art & Design Practice [BTEC L3]
- Creative Media Practice [BTEC L3]
- Digital Media [Cambridge Technical]
- Graphic Design [AS]
- Photography [AS]



# Art & Design

## [AS]



# ART & DESIGN

## AS Level

### Course Overview:

This AS/A-Level course in Art & Design covers a wide array of creative disciplines, including painting, drawing, printmaking, and 3D design (utilising clay, wood, plaster, metal, and plastic). You will also gain the opportunity to study the primary sources of various artists/designers during visits to galleries and museums.

If you choose to progress onto the A-Level in your second year, you will build upon and develop the work that you produced at AS-Level. This will allow you to further develop and refine your practical and creative thinking skills. Additionally, in the second year, you will undertake a component which contains a written element on an aspect of artistic practice within a 'Personal Investigation'.

**Hours of lessons per week:** 5

**Indicative group size:** 20

### Course Assessment:

#### AS-Level

The AS-Level part of this course consists of a single component: the Personal Creative Enquiry. The Personal Creative Enquiry is assessed internally and moderated externally. It will be marked out of 100, with each of the four assessment objectives being marked out of 25.

#### A-Level

The A-Level and second year of this course is made up of two separate components. Component 1 is a Personal Investigation into a selected area of artistic practice, while Component 2 is an Externally Set Task. All coursework in this A-Level is marked internally and moderated externally.

### Course Prospects:

This is a very valuable qualification to have as it instils you with many skills and also provides you with the opportunity to produce a portfolio for entry into Foundation Studies in Art & Design and Art & Design at degree level. This subject can also be combined with other AS/A-Levels in the department, or combined with other disciplines, to provide qualifications for entry to university.

### Need More Information? Contact:



**Lauren Clarke**

Head of Art, Design and Media



**lclarke@jcc.ac.uk**

# ART & DESIGN

## AS Level

### FAQs



#### 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 worth 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]



# ART & DESIGN PRACTICE

## BTEC Level 3 National Extended Diploma

### Course Overview:

This Art & Design Practice BTEC Level 3 National Extended Diploma is a full 2-year practical course that is equivalent to three A-Levels. This BTEC has been developed alongside experts in the creative industries to focus on practical and progression-focused learning. This will provide you with opportunities to enter a broad range of Higher Education courses, apprenticeships, or employment roles.

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

This Extended Diploma consists of four assessed units. In your first year, you will explore the fundamentals of Art & Design Practice by developing your practical skills. Following this, you will respond to design briefs that mirror current industry practice, which will demonstrate and nurture your ability to generate ideas and produce creative, professional outcomes.

In your second year, you will develop an in-depth understanding of the industry, employment roles, and Higher Education routes while also preparing progression materials (such as developing your portfolio) that are relevant to your personal aims. During the last unit of the course, you will advance your practical, critical, and reflective skills in order to plan, prepare, and develop a proposal for a response to an industry-relevant brief. You will carry it out from concept to resolution.

As a full-time course, this BTEC is specifically designed for students with a genuine passion for Art & Design and an ambition to pursue a career in the creative industry. The course covers a broad range of aforementioned artistic disciplines in order to instil you with the skills and knowledge required for many different creative career opportunities.

**Hours of lessons per week:** 15

### Course Assessment:

A fantastic aspect of this qualification is the assessment method. In this BTEC, the same five assessment criteria are used to assess all your work throughout the qualification. This allows the assessment process to be simple and clear.

This BTEC consists of the aforementioned four units. This gives all students the necessary time to develop skills and knowledge between formal unit assessments.

Within the Extended Diploma, your final grade is weighted towards your second year of the programme. This is to ensure that all students have maximum opportunity to develop and apply their skills.

All coursework is assessed internally and moderated externally by the awarding body.

### Course Prospects:

This BTEC is an excellent qualification to have as it instils you with many skills and also provides you with the opportunity to produce valuable progression materials, such as a portfolio. This course can also assist with progression onto a wide array of Higher Education courses, apprenticeships, or employment roles across the creative industry. Additionally, you may want to pursue a career in other sectors where the skills acquired in this course will be valuable, such as education.

### Need More Information? Contact:



**Lauren Clarke**

Head of Art, Design and Media



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# ART & DESIGN PRACTICE

## BTEC Level 3 National Extended Diploma

### 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



# Creative Media Practice

## [BTEC L3]

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# CREATIVE MEDIA PRACTICE

## BTEC Level 3 National Extended Diploma

### Course Overview:

This Creative Media Practice BTEC Level 3 National Extended Diploma is a full 2-year practical course that is equivalent to three A-Levels. This BTEC has been developed alongside experts in the creative industries to focus on practical and progression-focused learning. This will provide you with opportunities to enter a broad range of Higher Education courses, apprenticeships, or employment roles.

This course is a specialist programme that focuses on the digital media sector rather than broader Art & Design disciplines. The course will allow you to explore many areas, including graphic design, photography, film, animation, and design for digital platforms.

This Extended Diploma consists of four assessed units. In your first year, you will explore the fundamentals of Creative Media Practice by developing your practical skills. Following this, you will respond to design briefs that mirror current industry practice, which will demonstrate and nurture your ability to generate ideas and produce creative, professional outcomes.

In your second year, you will develop an in-depth understanding of the industry, employment roles, and Higher Education routes while also preparing progression materials (such as developing your portfolio) that are relevant to your personal aims. During the last unit of the course, you will advance your practical, critical, and reflective skills in order to plan, prepare, and develop a proposal for a response to an industry-relevant brief. You will carry it out from concept to resolution.

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 the creative industry. If you have an interest in graphic design, film, animation, or photography, then this course will suit your interests as you will get the opportunity to explore various materials and techniques to create work for a range of digital art areas, from concept art for games/animation to graphic design for a range of digital platforms.

**Hours of lessons per week:** 15

### Course Assessment:

A fantastic aspect of this qualification is the assessment method. In this BTEC, the same five assessment criteria are used to assess all your work throughout the qualification. This allows the assessment process to be simple and clear.

This BTEC consists of the aforementioned four units. This gives all students the necessary time to develop skills and knowledge between formal unit assessments.

Within the Extended Diploma, your final grade is weighted towards your second year of the programme. This is to ensure that all students have the best possible opportunity to develop and apply their skills.

All coursework is assessed internally and moderated externally by the awarding body.

### Course Prospects:

This BTEC is an excellent qualification to have as it instils you with many skills and also provides you with the opportunity to produce valuable progression materials, such as a portfolio. This course can also assist with progression onto a wide array of Higher Education courses, apprenticeships, or employment roles across the creative industry. Additionally, you may want to pursue a career in other sectors where the skills acquired in this course will be valuable, such as education.

### Need More Information? Contact:



**Lauren Clarke**

Head of Art, Design and Media



**[lclarke@jcc.ac.uk](mailto:lclarke@jcc.ac.uk)**

# CREATIVE MEDIA PRACTICE

## BTEC Level 3 National Extended Diploma

### 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

# Digital Media [Cambridge Technical]



# DIGITAL MEDIA

## Cambridge Technical Certificate

### Course Overview:

The Cambridge Technical Certificate in Digital Media will give you the opportunity to develop the knowledge and practical skills required in the digital media industry. The course touches on a wide range of media formats, such as film, TV, radio & podcasts, video games, newspapers, magazines, advertising and online.

The course is delivered through project-based learning, using a series of industry-style briefs to deliver a mixture of theoretical and practical knowledge.

You will gain hands-on experience in the production process, developing your ideas from planning, through editing and post-production, to final presentation.

**Hours of lessons per week: 15**

### Course Assessment:

Year 1

– Theory exam, comprising of short answer and extended response questions on media products and audiences.

– an independent response to a brief in which you will pitch and create a media product.

Year 2

– Theory exam, comprising of short answer and extended response questions on pre-production and planning.

– Produce a media advertising campaign.

– Create a personal media profile.

### Course Prospects:

This course supports further study in Higher Education in many forms of visual communication, film production, digital media and marketing courses. Its transferable skills in creativity, project management and communication make it an excellent complimentary qualification for any university Course.

This qualification also opens avenues into media-related apprenticeships and traineeships.

### Need More Information? Contact:



**Lauren Clarke**

Head of Art, Design and Media



**lclarke@jcc.ac.uk**

# Graphic Design

## [AS]



# GRAPHIC DESIGN

## AS Level

### Course Overview:

While undertaking this Graphic Design AS/A-level, you will be introduced to and explore a broad range of materials, techniques, and processes within Graphic Design to explore production in the field. You will be taught valuable skills while utilising digital software used in the industry, such as Adobe Photoshop and Illustrator. The course also delves into the exploration of traditional media, including drawing, painting, printmaking, and collages. Furthermore, the course will cover a broad range of areas within Graphic Design, such as advertising, packaging, illustration, animation, and branding.

In accordance with all areas of Art & Design, you must research and refer to historical contemporary developments, styles, and genres within your chosen area of graphic design. You will also gain the ability to respond to design briefs which are typical in the industry and develop your own ideas from a range of research methods.

The A-Level (second year) part of this course nurtures the skills, knowledge, and understanding that AS-Level planted to allow for greater depth of study. Additionally, this course provides exciting opportunities to develop more individual interests.

**Hours of lessons per week: 5**

**Indicative group size: 20**

### Course Assessment:

#### AS-Level

The AS-Level part of this course consists of a single component: the Personal Creative Enquiry. The Personal Creative Enquiry is assessed internally and moderated externally. It will be marked out of 100, with each of the four assessment objectives being marked out of 25.

#### A-Level

The A-Level and second year of this course is made up of two separate components. Component 1 is a Personal Investigation into a selected area of design practice, while Component 2 is an Externally Set Task. All coursework in this A-Level is marked internally and moderated externally.

### Course Prospects:

This A-Level is a very valuable qualification to have; it instils you with many skills and also provides you with the opportunity to produce a portfolio for entry into Higher Education, creative apprenticeships, and various employment roles. This subject can also be combined with other AS/A-Levels in the department, or combined with other disciplines, to provide qualifications for entry to university.

### Need More Information? Contact:



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Head of Art, Design and Media



**[lclarke@jcc.ac.uk](mailto:lclarke@jcc.ac.uk)**

# GRAPHIC DESIGN

## AS Level

### 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, and 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]



# PHOTOGRAPHY

## AS Level

### Course Overview:

Photography has become an essential part of how we communicate and comprehend the world around us. This course aims to provide students with opportunities to acquire and develop a wide range of traditional and contemporary technical skills within photography.

Alongside this, students will develop and conceptualise an understanding of wider theory and creative contexts while implementing their conceptualisation into the production and refinement of their individual work. Units of work will cover experimental printing processes, darkroom techniques and digital processes using industry-standard programs.

Students studying this specialism will be introduced to a variety of photographic techniques, processes and contexts. The techniques and processes covered will include:

- Documentary Photography
- Fashion Photography
- Experimental Imagery
- Editorial Photography
- Photographic Installation
- Moving Image (Video, Film, Animation)

Students will have opportunities to engage with contemporary photographic exhibitions. Furthermore, they will be exposed to the wide array of potential digital image-making careers that could evolve from studying photography.

This course will create opportunities for students to specialise within an area of photographic practice and to build an industry-standard portfolio of work.

### Course Assessment:

#### AS-Level

The AS-Level part of this course consists of a single component: the Personal Creative Enquiry. The Personal Creative Enquiry is assessed internally and moderated externally. It will be marked out of 100, with each of the four assessment objectives being marked out of 25.

#### A-Level

The A-Level and second year of this course is made up of two separate components. Component 1 is a Personal Investigation into a selected area of photography design practice, while Component 2 is an Externally Set Task. All coursework in this A-Level is marked internally and moderated externally.

### Course Prospects:

Students studying this course are challenged to aspire and progress to relevant Higher Education courses or careers, some of which include editorial/fashion photographer, fine art photographer, advertising art director, film/video editor, photojournalist, multimedia specialist, digital marketing, and independent photographer.

Studying this course will also help you to develop wider skills in project management, creative problem solving and critical thinking.

### Need More Information? Contact:



**Lauren Clarke**

Head of Art, Design and Media



**lclarke@jcc.ac.uk**

# PHOTOGRAPHY

## AS Level

### FAQs



#### **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 homework. 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!

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# Course Information Booklet

## ART & DESIGN

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