

# Art & Design for GCSE



## Information and Guidance

Art and Design Department @ ACS

First read the lines on the left side pane only and then read them across (e.g., Art is pointless without passion) to see how the meaning changes. The aim of this short exercise is to see how different things can be, depending how we view life.

ART IS POINTLESS  
YOU HAVE TO GO OUT  
GET AN ACTUAL JOB  
AND MAKE A LIVING  
YOU CAN'T JUST LET  
THE REST OF YOUR LIFE  
BE A JOKE, A FAILURE.  
YOU WILL END UP  
A STARVING ARTIST.  
CONTRIBUTE TO SOCIETY  
INSTEAD OF WASTING TIME  
YOU'RE WORTHLESS.

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WITHOUT PASSION.  
AND CREATE ART.  
DOING WHAT YOU LOVE  
BY BEING YOURSELF.  
OTHER PEOPLE DEFINE  
AND SAY YOU WILL  
FOLLOW YOUR HEART.  
HAPPY AND FREE, NOT  
LOVE YOUR ART AND  
BY INSPIRING PEOPLE  
LETTING OTHERS TELL YOU  
YOU CAN CHANGE THE WORLD.

## Studying the Arts subjects (Art and Design, Textiles, Photography, Graphics) - some myths:

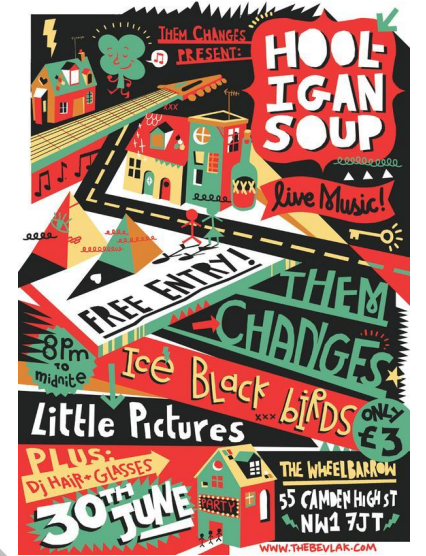
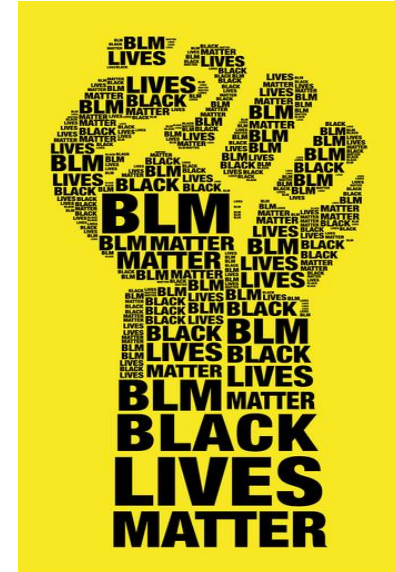
- “If I study Art I will earn little money and starve as an artist.”
- “Creative subjects are ‘soft’ subjects, they are ‘easy’ / irrelevant.”
- “I don’t need creative skills to survive in life.”



## Answers to the myths:

- **You don't have to become an artist if you are studying the subject for GCSE or A Level. There are hundreds of possible careers in the creative industry.**
- **Creative subjects enable you to become a stronger, more resilient character, a problem solver, a risk taker.**
- **Creative subjects expand your mind.**
- **Creative careers are wide-ranging and with high average salaries.**
- **Many creative careers available today didn't exist 10 years ago.**

# CREATIVE CAREER: GRAPHIC DESIGNER



- Graphic Design covers a huge range of different jobs.
- Graphic designers create visual branding, adverts, logos, magazines, website designs, product packaging and displays – anything that has a message for the audience
- They also illustrate books, make title sequences for films, design book covers and design posters for events.
- **Skills & qualifications:** You need to be good at Graphics or Art and Design. Lots of Universities offer Degrees and other qualifications in Graphic Design. There are also some apprenticeships available.

Watch film

[Here](#)

# CREATIVE CAREER: Graphic Designer

There are so many different jobs in Graphic Design. Here are just a few examples...



Watch film

Miraphora Mina is a graphic designer for film and TV. She worked on the Harry Potter and Fantastic Beasts films and designed all the graphic props.

<https://www.bbc.co.uk/bitesize/articles/zhf7qp3>



Watch film

Ste is a Graphic Designer who helps companies to advertise their products and develop a brand identity

<https://www.bbc.co.uk/bitesize/articles/zbccvk7>



Watch film

Joanne is a Senior Designer at the V & A Museum. She looks after all aspects of graphic design, from exhibition and way-finding signage to artwork for tube and press adverts.

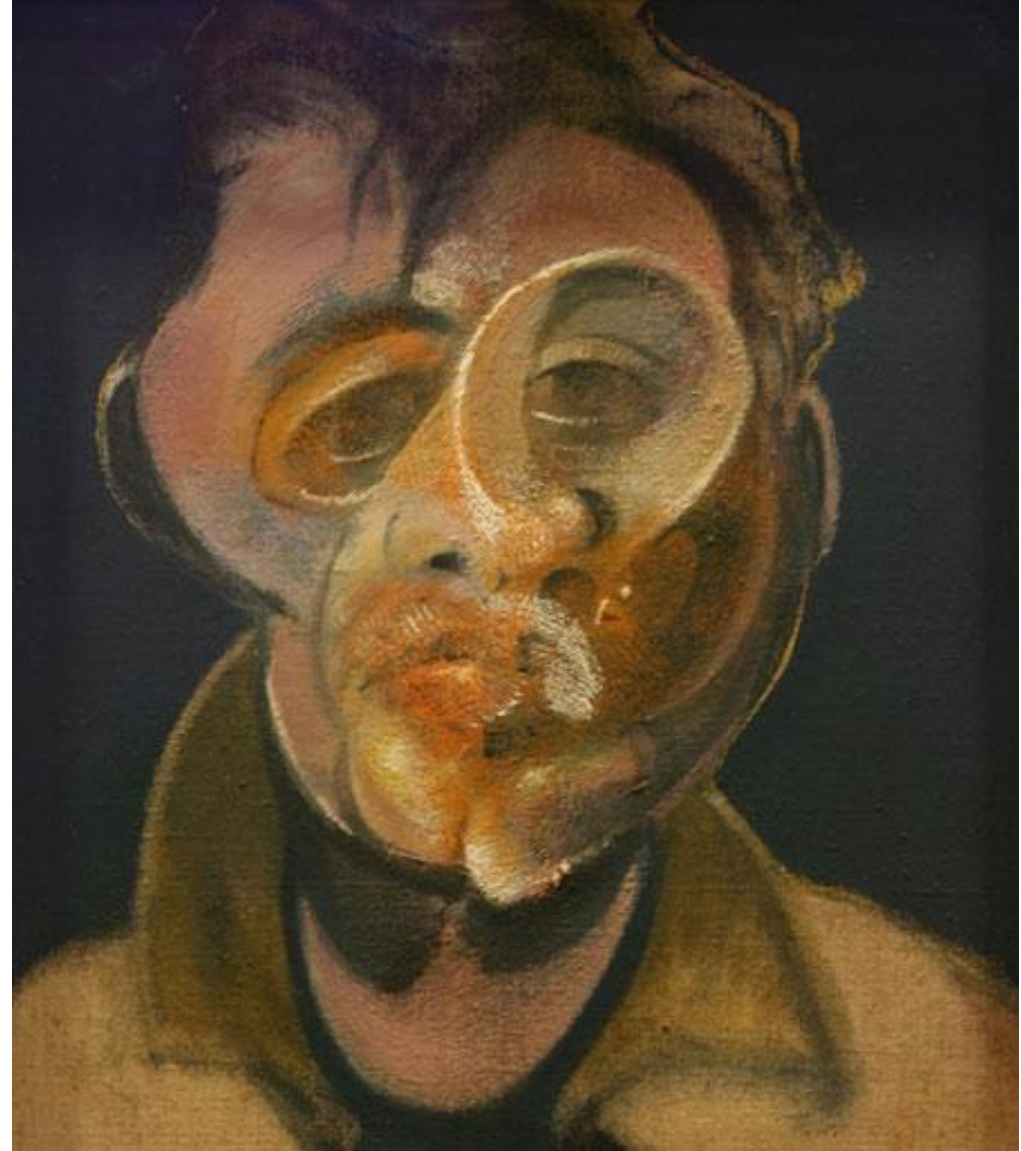
<https://icould.com/stories/joanne-g/>



# The best thing to do when choosing your GCSE options: **BALANCE** your education!

To balance academic subjects with creative subjects is beneficial because it will develop you as a whole person and will also help you in the actual study of the academic subjects.

Study of a creative subject alongside academic subjects will help you develop the following academic and life skills:



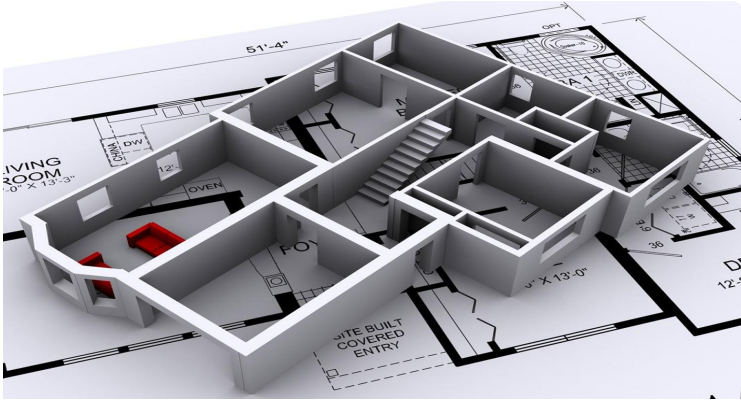


- **Skills of Creativity and Imagination**-coming up with new ideas and connections - beneficial for further studies and careers in the fields of Maths, Science, English, Languages, Humanities, Medicine.
- **Skills of Dexterity (hand-eye coordination), digital/ICT** – beneficial for further studies and careers in the fields of Medicine (e.g., Surgery, Dentistry and many other fields - e.g. engineering).
- **Skills of Problem solving** – beneficial for further studies and careers in the fields of Science, Maths (e.g. Statistics, Accountancy)
- Skills of **Critical Thinking**, being able to question and using evidence to make decisions
- Skills of **Communication** and - explaining yourself, your work and communicating a message, this is also about **Interpersonal** skills
- **Skills of Resilience** - believing in yourself and keeping going

**All three** - beneficial for further studies and careers in any field and walk of life

- **Knowledge and Understanding of different cultures, histories and movements and appreciation of Ethical, Religious and Spiritual aspects of humanity** - beneficial for further studies and careers in the field of Humanities / greater understanding of people you will work with in any field.

# CREATIVE CAREER: Architect



- Architects plan and design structures, such as private houses, office buildings, theatres, factories, and other structural property and play a key role in their construction.
- Architects are highly trained in the art and science of building design.
- They draw concept designs, technical drawings and build scale models. They also use CAD - computer added design programmes.
- They have responsibility for the safety of their buildings' occupants, so architects must be highly trained and professionally licensed.
- **Skills & qualifications:** You must be good at Art and Design or DT, especially 3D design. It helps if you are good at Maths or Physics too. There are lots of Degrees and other qualifications in Architecture. You can also do related courses such as Landscape Architecture and Interior Architecture.

[Watch film](#) and

<https://icould.com/stories/dervish/n-spacecraft-engineer-video>

# GCSE Art and Design at ACS: what will I do?

- From September you will get a sketchbook (Unit 1), which will last for most of Year 10.
- From May of Year 10 you will get another one to explore a new theme (e.g **Identity**), which will last until the end of December, in Year 11.
- From January of Year 11 you will start a third sketchbook to explore the Externally Set Assignment - ESA Unit 2, which you will complete by May of Year 11.
- Everything you create in Year 10 and Year 11 will be presented at the end of Year 11 for moderation and assessment. This will be 3 sketchbooks and two final outcomes (exam piece artworks).



# GCSE Art and Design at ACS

## Course Structure with exam board Edexcel

### **1) Unit 1 Coursework Unit (60%)**

- Year 10 sketchbook (Structures) September-May of Y10
- Final outcome (practical exam around July, 10 hours)
- Y11 sketchbook (Identity) June of Y10 to December of Y11
- Final outcome (practical mock exam around November, 10 hours)

### **2) Unit 2 Exam Unit (40%)**

- Exam theme sketchbook (January-May of Y11)
- Final Outcome (practical final exam around March/April, 10 hours)

# CREATIVE CAREER: GAME DESIGNER



**Game designers are the centre of creativity at the heart of producing a new game**

- Video game designers create the exciting worlds that allow us to immerse our imaginations in an alternate reality.
- They develop video game ideas, build prototypes, create interactive stories and develop the game's mechanics as well as creating new characters and exciting locations.
- Game designers work as part of a multidisciplinary team that includes game developers, programmers, game artists, animators and games testers.
- These professionals aren't just making games – they're designing the future of gameplay experience!

**Watch films**

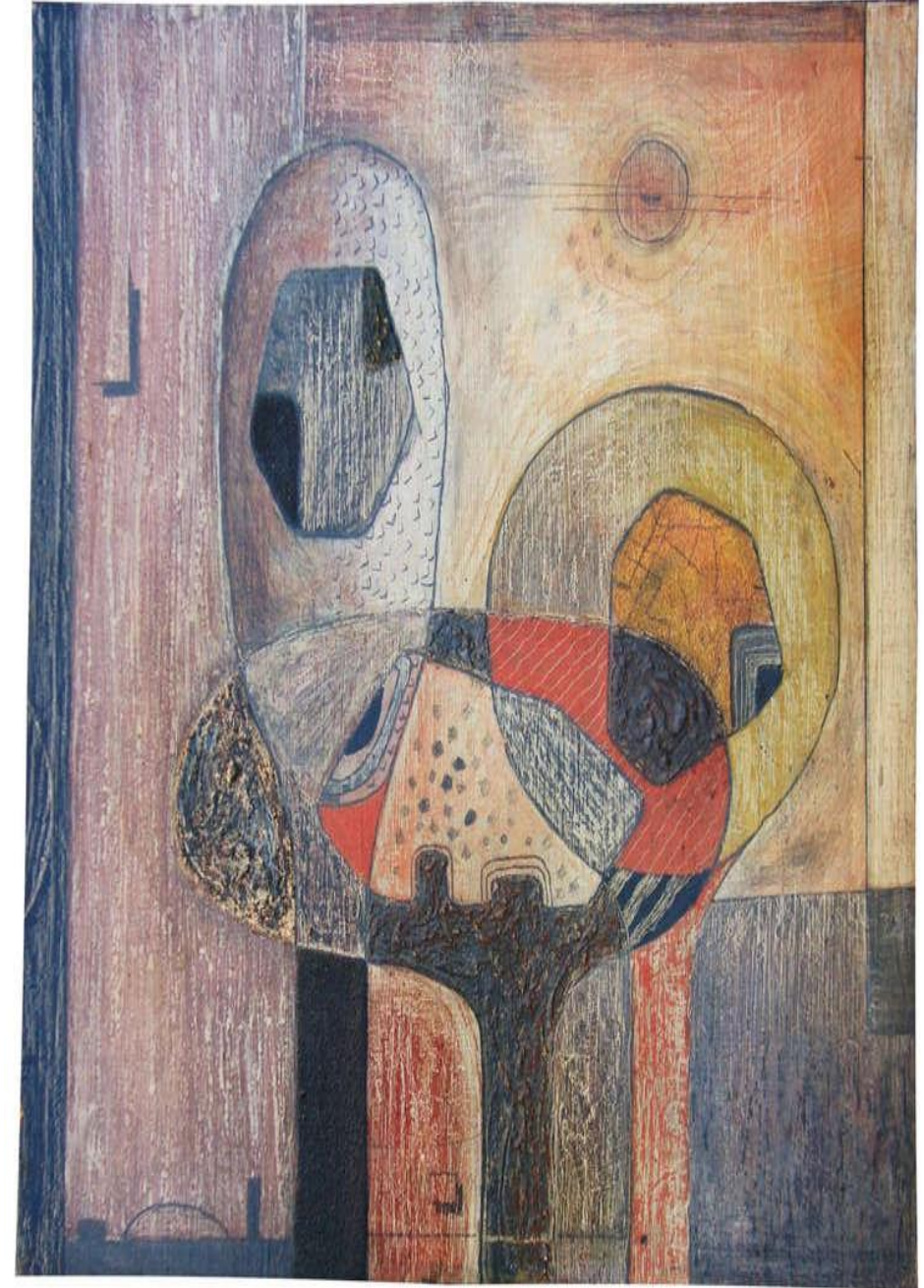
- <https://www.bbc.co.uk/bitesize/articles/zkmdbdm>
- <https://www.careeronestop.org/videos/careeronestop-videos.aspx?videocode=15125501>
- <https://www.bbc.co.uk/bitesize/articles/zkmdbdm>

(Lots of case studies)

# Further study and Progression to A Level

You can choose subjects such as:  
Art and Design, Photography,  
Textiles.

The following pages give some  
possible subject combinations in  
your further studies:





# Possible A Level Subject Combinations

## Art, Mathematics, Physics

This is the perfect A-Level combination for students looking to study architecture at university. Architecture applicants need to have good grades in maths and physics to demonstrate an understanding of the basic principles of architecture, such as how forces impact upon buildings, to accurately estimate the quantities of materials required in a build, and to work to and manage construction budgets.

They also need to align these practical skills with an understanding of creative thought and process, different styles and eras of architecture, and skills such as drawing and painting and a grasp of scale.

# Art, Business Studies, Mathematics

Taking Art in combination in business and mathematics can lead to a wide range of creative and business related courses such as fashion or media management.

The creative industries are already huge and are growing, so there are great opportunities for students who are able to combine creative flair with understanding of business and finance.

# Art and Double ICT

Studying Art with Double ICT would enable you to study Graphic Design Courses at University. The publishing/graphic design industry in the UK and beyond is wide-ranging and well paid.



# Computer Science, Graphic Design, Art

*This combination of A-Levels is good for students who are looking to go into graphic design, or even video game animation.*

This combination of A-Levels mixes logical with the creative, to show that you can apply yourself to anything. ***Universities love to see this in students, as it means that they can stretch and succeed in whatever they put their mind to.***

# Photography, Art, Sociology

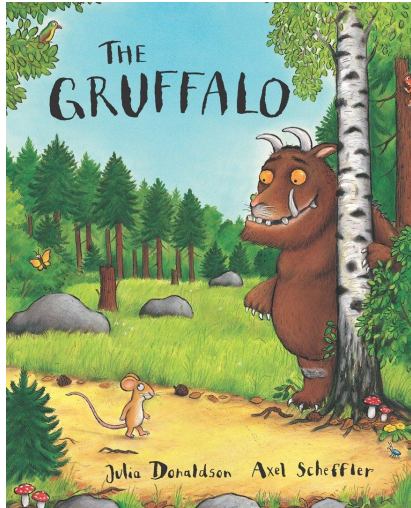
Photography, Art, and Sociology go hand in hand in a great university application. ***They all tie in with each other, and Sociology can be used to inspire your Art and Photography, making university life easier.***

Universities know the sheer amount of work you have to do for both Photography ***and*** Art, and take this into consideration. They also know the difficulty of Sociology and what kind of student you need to be to succeed in it – the kind of student they want studying with them.

***Sociology may not be a facilitating subject, but it is a social science.***

Just bear in mind that Photography and Art can be paired with pretty much any other academic subject, but especially the sciences.

# CREATIVE CAREER: Illustrator



[Watch  
film](#)

- An illustrator is an artist who creates 2D images for fashion design companies, children's books, magazines, medical manuals, web sites, technical designs, and advertising.
- There are 1000s of different types of illustration and every illustrator has their own unique style.
- They are normally freelance workers who have an agent to get them work or they work within companies such as book publishing or greeting card companies.
- **Skills & qualifications:** You need to be good at Art or Graphics, using either traditional or digital materials. Lots of Universities offer Degrees and other qualifications in illustration. It is a very popular choice.



# What kind of jobs will studying creative subjects enable me to find?

- Illustrator, Theatre Set Designer, Web Designer, Product Designer, Artist, Art History Lecturer, Art Teacher, Fashion Designer, Textiles Designer...
- Magazine Editor, Comic Book Writer, Costume Designer, Make up Artist, Curator, Gallery Coordinator, Art Critic, Interior Designer, Furniture Designer...

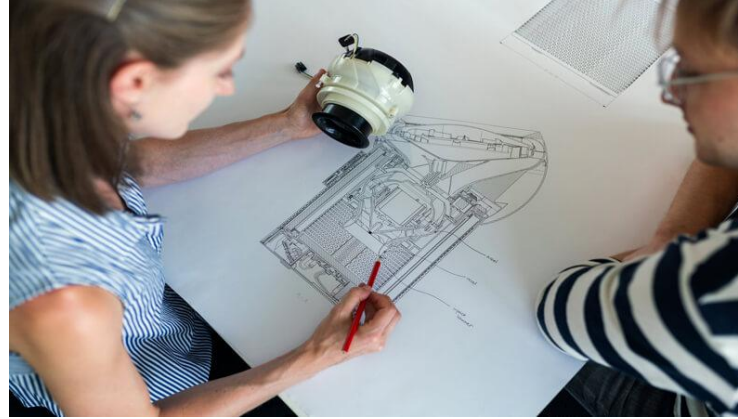
## **Perhaps some lesser known creative careers:**

- Assistant technical director (visual effects)
- Cultural heritage conservation technician
- Historic environment advice assistant
- Junior 2D artist (visual effects)
- Post-production technical operator
- Archaeological specialist
- Assistant technical director (visual effects)
- Bespoke tailor and cutter
- Broadcast and media systems engineer
- Creative industries production manager
- Cultural heritage conservator
- Graphic Novelist

**And...**

- Design Director
- 3-D Print and Additive Manufacturing Manager
- Structural Engineer
- Director of Innovation, Brands and Values
- Art Director
- Flame Worker
- Glass Artist
- Detail Designer (Jaguar)
- Game Designer
- Magazine Illustrator
- Stage Set Designer

# CREATIVE CAREER: Design Engineer



- Design engineers study, research and develop ideas for new products and the systems used to make them.
- They work on the design of almost every consumer product, from telephones and medical equipment to kitchen appliances and car engines and work out how they should be made.
- They also modify existing products or processes to increase efficiency or improve performance.
- There are job opportunities in lots of manufacturing industries, vehicle manufacture and aerospace technology.
- **Skills & qualifications:** you will need to be good at DT or art and design. Universities offer lots of courses in Design Engineering or you could do an apprenticeship which allows you to study for a Design Engineering qualification.

Watch films

<https://www.youtube.com/watch?v=dv9t3bWb5FQ&t=53s>

<https://icould.com/stories/dervish/>



# CREATIVE CAREER: Game Concept Artist



- Concept Artists are responsible for designing the worlds that games and films are set in
- They design characters, creatures, vehicles, environments, and other creative features in games
- Concept art is used to visualize ideas so that modelers, animators, and VFX teams can make these ideas ready for production.
- This is a sector which is growing massively, so there are lots of job opportunities
- **Skills & qualifications:** You should be good Art and Design and enjoy gaming. There are lots of Degrees and other qualifications in Game Design and Character Development, but you can also do this job with an Art or Illustration qualification

Watch film

<https://www.bbc.co.uk/bitesize/articles/zvwx92p>

# CREATIVE CAREER:



## Lesson 8

- Footwear Designers design shoes and create new styles or redevelop existing ones
- They can work in the fashion industry and often specialise in women's or menswear
- They also design the technical performance of footwear such as sports shoes, trainers and football boots.
- Footwear Designers can work for big brands like Adidas and Nike or fashion houses such as Gucci and Chanel, or high street stores like Zara, M & S and Primark etc.

**Skills & qualifications:** You need to be good at Art and Design (especially 3D) or Graphics and have an interest in fashion or sports footwear. Universities offer Degrees and other qualifications in Shoe Design, Product Design and fashion related qualifications.

## Watch film

<https://icould.com/stories/jeremy-b-2/>

<https://www.bbc.co.uk/bitesize/articles/z2rrvwxx>

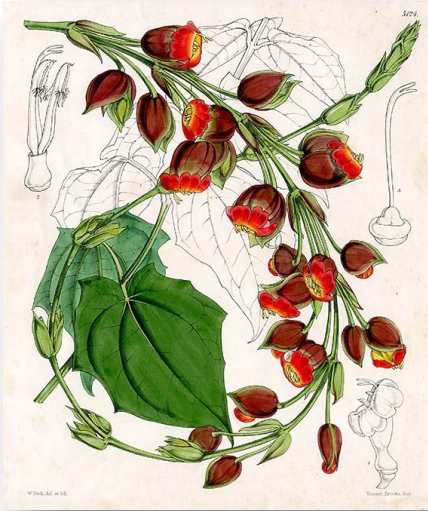
(Good case study)



# CREATIVE CAREERS Botanical

## illustrator

### Lesson 9



- Botanical illustration combines art and science to produce images that have an important role in documenting and identifying plants. The botanical illustrations must be accurate, but each botanical artist has their own style.
- A lot of illustrators work directly with Museums and institutions such as Kew Gardens and the Natural History Museum. Some illustrations are done as quickly as within three days, others can take months or even a year.

**Skills & qualifications:** You need to enjoy biology and be good at drawing. Lots of Universities offer Degrees and other qualifications in illustration.

**Watch film**

<https://www.youtube.com/watch?v=FOd-FWGnSNM&t=47s>

# CREATIVE CAREER: Web Designer

L10

Also called Digital Designer or CX (Customer Experience) Designer

- Web designers use their creative and technical skills to design new websites and redesign existing ones.
- This is a sector which is growing massively, so there are lots of job opportunities
- **Skills & qualifications:** You should be interested in Art and Design, Graphics and computer science. You could take a higher national diploma or degree in:
  - web design and development
  - multimedia design
  - digital media development
  - interactive computing



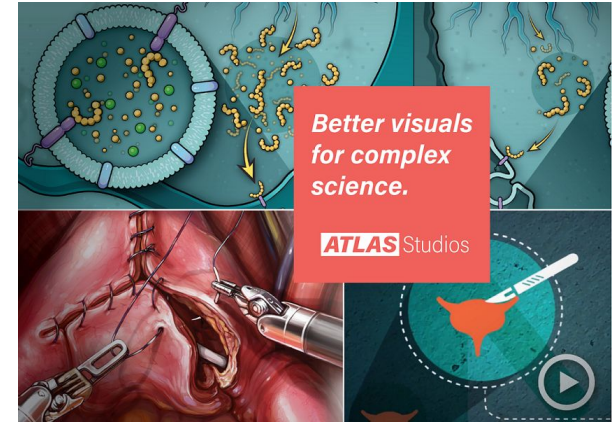
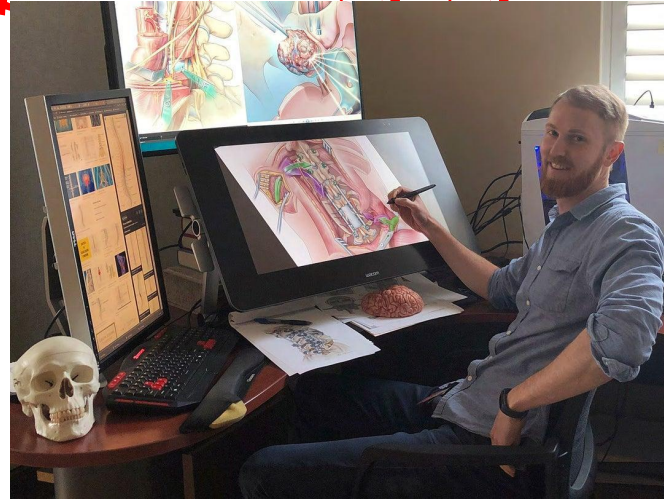
Watch film

<https://www.youtube.com/watch?v=FfxTkIlsaTYk>



# CREATIVE CAREER:

## Medical illustrator

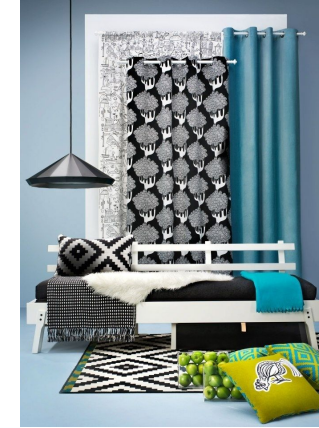


- Medical illustrators create images with photography, graphic design, art or animation that are used for medical purposes.
- They make very detailed and accurate anatomical illustrations and artwork for publication, teaching and research. A lot of the work is made using digital design programs.
- They work as part of the healthcare team with doctors, nurses, scientists and other professionals involved in delivering patient care.
- There are lots of job opportunities for Medical illustrators and Photographers in the NHS.

**Skills & qualifications:** You need to be interested in anatomy and good at art or photography. You will need to work well in a team. Universities offer Degrees and other qualifications in illustration.

- [https://vimeo.com/198038991?embedded=true&source=vimeo\\_logo&owner=29434430](https://vimeo.com/198038991?embedded=true&source=vimeo_logo&owner=29434430)
- <https://www.careers.nhs.scot/careers/explore-our-careers/healthcare-science/medical-illustrator/>

# CREATIVE CAREER: Textile Designer

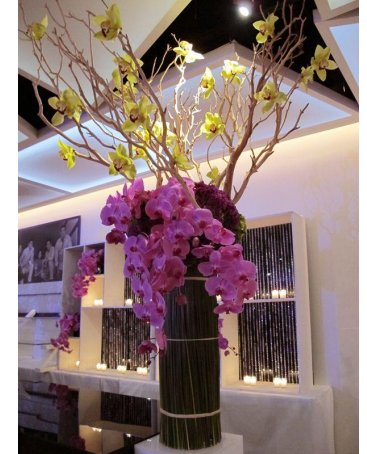


- Textile designers create designs for woven, knitted or printed fabrics.
- These can be used for furnishings, clothing, packaging and floor and wall coverings.
- As a textile designer, your key duties would include:
  - producing initial sketches by hand or on computer
  - manipulating digital designs until they meet customers' requirements
  - making up samples or having them constructed by technicians
  - researching design trends and forecasts to decide what is likely to sell
  - liaising with clients, technical staff, marketing and buying staff
  - keeping up to date with developments in manufacturing technology

•**Skills & qualifications:** You don't have to have drawing skills but you need an eye for colour and strong design ability. Lots of Universities offer degrees and other courses in textile design. You can even follow a science based pathway and specialise in technical fabrics.



# CREATIVE CAREER: Florist



- Florists make and sell artistic arrangements of flowers and plants, such as bouquets and wreaths. They are sometimes called floral designers.
- They must communicate with customers to make sure they provide the flowers for lots of different occasions, e.g. weddings and funerals
- They also work with hotels and companies who want fresh flowers displays in their buildings
- Florists know how to order, care for and display flowers and plants
- **Skills & qualifications:** You should be interested in Art and Design and have a creative 'eye' and compositional skills that you normally develop while studying art and design. You can do an apprenticeship or college qualification in Floristry.

# Really useful links for further information on creative subject options and creative careers:

**Watch films  
and web links**



<https://www.youtube.com/watch?v=lcEUrZRYDNw&list=PLVEWa7uIDT75rM12oW1tbfStwQsSv52-N>

- <https://www.cwjobs.co.uk/salary-checker/average-creative-salary>
- <https://creativejourneyuk.com/>
- <https://www.tate.org.uk/art/talking-point/why-study-art>



WHAT DID YOU DO AS A



CHILD THAT MADE THE  
HOURS PASS LIKE MINUTES?

HEREIN LIES THE KEY TO  
YOUR EARTHLY PURSUITS.

CARL JUNG