

**Course Title:** Art, Craft & Design  
**Course Code/Codes:** 1AD0  
**Examining Body:** Pearson Edexcel

### What is the aim of this course?

This course will equip you with the skills you will need to enjoy, produce and engage with the visual arts.

Art has immense value as a GCSE and this course will provide the opportunity for you to explore both contemporary and historical sources of art, craft and design first hand. You will have numerous opportunities to visit museums, galleries, art shows and fairs to experience audio-visual productions, including still and moving imagery.

You will have an individual approach to art, craft and design making, and will develop the skills needed to select your best and most appropriate work for presentation.

### Why should I choose this course?

You should only choose to study art if you enjoy creating and being independent. By studying art you will develop transferable skills including applying a creative approach to problem solving and developing original ideas from initiation to realisation. You will critically analyse your own work and the work of others, expressing individual thoughts and choices confidently. You will not be afraid to take risks, experiment and learn from any mistakes.

### How will I be assessed?

#### Component 1: Personal Portfolio

- Sketchbooks (vital) and research
- 60% of qualification

#### Component 2: Practical work

- Sustained focus period: 10hrs
- 40% of qualification

### Is this course for me?

Do you... enjoy art? Create your own work outside of school? Want to work independently? Wish to explore and respond to the world around you in new and exciting ways? If you answered 'Yes', then the art, craft & design course is right for you.

### Possible career opportunities

There are a range of career choices open to you should you decide to continue your education in art, craft & design. These include:

- Architecture
- Animation
- Art conservation
- Photography
- Set/prop design
- Graphics designer
- Landscape designer
- Product designer



**Art, Craft & Design**  
GCSE