GRAPHIC DESIGN A Level - Component 2 (U6) 'Prep work + 15 hour practical exam' based on a theme/question.

Aim: To begin a personal investigation to create a full body of work exploring one question/topic/theme Deadline: You have 1 week to complete the tasks set out in this brief

Task: To start the exam project; select one question/topic/theme; notes/lists/mind maps in preparation for your first design brief; gather, present and analyse research (ongoing); designer studies

Each year the exam board will provide a range of starting points. The starting points are themes/questions from which you will select one topic to use for your project.

You will then develop a range of designs based on your own research (the designers' work you like, copies of their techniques and your own versions, analysis of existing design solutions, your own experiments and explorations).

You will produce your 'final pieces/outcomes' under a 15 hour timed practical exam having completed in depth prep work.

These are the key stages:

- Select one question/topic/theme and create an introduction to this topic
- Initial research (analysed research + notes)
- A minimum of 4 designer studies to consist of explorations and analysis through 'copies' and your own versions
- Initial Design Brief (and Specification written)
- Your own ideas explored and developed (some may even be 'finished' design solutions for aspects of your project
- Exam prep (once you start the timed exam you will not be able to add to this body of work)
- Exam piece(s) produced in the 15 hour timed practical exam.

TASKS

Collect... your new A4 sketchbook for Component 2 from 926.

Choose wisely... You are to select one question/topic/theme for your exam project.

Recommendations

We recommend the following:

- Join Pinterest and start creating your own Pinterest boards to gather on-going research to support your project https://www.pinterest.co.uk/
- Sign up to a free Dropbox account useful to transfer large design files to and from college https://www.dropbox.com/en_GB/login
- Purchase a USB/External hard drive to back up your work
- Use the library to access range of artist/designer books
- Subscribe to Adobe software via https://www.adobe.com/uk/creativecloud/buy/students.html

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20+ apps, including Photoshop, Illustrator, and InDesign. Save 65%.

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£16.24/mo

incl. VAT.

Research

Create 1x full page of analysed research with notes. Research could include your own photos; content from magazines, newspapers etc.; screenshots from websites/video footage; collect and present primary resources such as leaflets, packaging, cards, brochures, menus etc. (do not mount large primary resources into your book, instead take photos and present as small/medium size images). Look at existing design solutions.

Visit Dropbox link to see exemplars of Annotated Research: https://www.dropbox.com/sh/iz9rfmrmq7mv8ke/AADw2bBQ44V01ALXFePclhafa?dl=0

*Your project will be stronger if you research into social, historical and cultural influences:

 Social, community, politics, fashion, community, historical, economic, environmental, national, international, religion, beliefs, literature, personal, music, ecology, sustainability, your intentions, your personal objectives as a designer/artist.

Use Pinterest https://www.pinterest.co.uk/armandcordero, Behance https://www.behance.net, It's Nice That https://www.itsnicethat.com, AIGA Eye on Design https://www.tate.org.uk, Design Museum https://designmuseum.org, FontFont https://www.fontshop.com, Design Week https://www.fontshop.com, Design Week https://www.designweek.co.uk, Creative Review https://www.creativereview.co.uk, V&A https://www.vam.ac.uk.

Notes, lists, mindmaps

Start writing notes/lists/mind maps in preparation for your 1st draft of your Initial Design Brief. Consider the possibilities of what you could produce for your project. Think about what you would like to visually communicate.

Visit Dropbox link to see exemplars of Design Briefs: https://www.dropbox.com/sh/66pf022lquz5ly7/AAAc4Txzo4ijHYs1q4PTrCxSa?dl=0

Artist/Designer study

Since the start of the course you have gained experience researching artists and designers; studying their style and technique and creating your own versions.

You are to produce 1x artist/designer study:

- Choose your first artist/designer
- Research of the artist/designer + analysis of artwork
- Create at least 1 copy of their artwork to understand their style and technique
- Create your own versions in the style of the artist/designer. Your own versions must be related to your chosen question/topic/theme
- Use varied mediums and techniques, digital, off-screen, combination of digital and off-screen. Think about all of the mediums and techniques you have used in previous projects and revisit these for this project.
 Expand your skill set and explore new mediums and techniques
- Include annotations and step by step process (document using informative text/screen shots/photographs/sketches)
- Include flaps, tabs, translucent and transparent overlays, concertinas, 2D/3D reliefs
- Use 10pt/12pt size font for annotation. Do not create x-large title pages/headings. Avoid dedicating large sections of your pages with text. Your designs should be the main focus; do not cover your designs with text unless using translucent/transparent overlays.
- · Make sure your pages are busy and interesting. The layout and presentation is important
- Be creative in your approach!

This flow chart demonstrates the key stages of the Graphic Design Process. Use the flow chart to support the development of your project and your journey of design. Throughout your project you must make it visibly clear showing exactly what you are presenting; this can be done by using 'headings' at the top/side of pages e.g. 'Typography Development', 'Designer Study', 'Reflection', 'Layout and Composition Experimentation', 'Analysis' etc. It is important that you annotate throughout your project, reflecting critically on the work and progress; mediums, techniques and processes used; strengths and areas for improvement. Use the glossary (via Godalming Online) to include correct Graphic Design vocabulary. Be creative in your approach - present work in an interesting way using flaps/tabs/concertinas/overlays throughout. RESEARCH **DESIGNER STUDIES** COPIES & YOUR OWN VERSIONS DESIGN BRIEF Researching the work of designers and A written explanation for a designer, For inspiration gather research of... Practice the style and technique of designoutlining the aims, objectives, key require-Existing design solutions, ad campaigns, artists to learn and gain an understanding er or artist, create copies of the work of a ments and milestones of a design project. promotion, visual identity and branding, of their style/technique. designer/artist and create your own primary and secondary resources, in versions in the style of the designer or person, online, books, interviews, What is the project? Target market? Each designer study should include: artist. Budget? Tone? Style? Ultimate goal? etc. photographs etc. - Written research + analysis of artwork; At least 1x copy of designer's work; Create moodboards. Analyse research. - Your own versions related to your theme, in the same style of the designer. GENERATE IDEAS **DEVELOP IDEAS TECHNIQUES/OFF SCREEN** DESIGNING Generate lots of ideas in response to the Develop vour ideas. Explore a range of mediums and Produce several varied and exciting Design Brief, working in the style(s) of the - Typography Development. techniques. Learn new techniques. designs that meet the key requirements of the Design Brief. designer or artist you have looked at in Logo Development Develop and practice your existing - Pictorial Development your research. techniques. - Layouts and Compositions. Consider varied layouts and composi-Initial sketches, drawing, photographs, Develop your own versions from your Use digital and off-screen techniques. Use tions. Annotate to explain your design collage, mixed media, notes, plans, Designer Studies. Explore and experiment a combination of both. Work outside of decisions and symbolism/meaning in the thumbnails, video etc. different lines of enquiry. Welcome the your comfort zone. work. unexpected. **DUMMIES/TESTING/MOCK UPS** PUT YOUR DESIGNS INTO CONTEXT - IN-SITU TESTING DESIGN PRODUCTION Practice making your outcome. Make tests Ensure your are prepared. Be organised Is your design fit for purpose? Is the visual Put your product to the test in its intended and efficient. Carefully print/make vour and dummies. Develop and refine your communciation easy to understand? Is environment. Ask the target market. Can final outcomes. anything missing? they understand your intended message? Suggestions: Explore a range of product nets, layouts and compositions, size and dimensions, materials and prints. **EVALUATE** Reflection*, Additional Research** and Improvements*** can be made at any point during the Graphic Design Process. The flow chart shows examples of where to reflect, research further to support your design choices and make improvements to your project based on your reflections. Was your outcome a success in relation to the brief? Be critical and suggest improve-REFLECT* ADDITIONAL RESEARCH** IMPROVEMENTS*** ments where necessary. Possibly include Reflect on what was positive and challengphotographs to support your comments. Gather additional research for more Revisit key stages of the Graphic Design ing. Create targets to develop the project. inspiration. Especially to support the Process to make improvements, based on Self-reflection. Reflect with your peers and choices you make when creating and your reflections and evaluation of your teachers. Think and discuss / compare developing your designs. Include analysis. project. and contrast / feedback.