

GRAPHIC DESIGN A Level – Component 2 (U6)

'Prep work + 15 hour practical exam' based on a theme/question.

Aim: To continue 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 continue the exam project

By now you should have already completed the following:

- Selected one question/topic/theme
- Produced 1x full page of analysed research
- Created notes/lists/mind maps in preparation for your 1st draft of your Initial Design Brief
- Produced 1 artist/designer study
- All of the above – printed, presented and mounted neatly in your sketchbook

TASKS

Design Brief

You are to create the first draft of your design brief.

How do you write a design brief?

There are a couple of main reasons why any graphic design project needs a detailed design brief: It spells out exactly what clients want to achieve. And it acts as a point of reference for you, your teachers and A-Level examiners. Use the headings below to outline the purpose of this project (if a heading is not relevant to your project you can skip it).

- **Profile:** A summary of the client/business and a brief history will help.
- **Market position:** A realistic estimation of the company's service/product relative to what competitors are doing.
- **Target Market:** A description of your intended consumers/audience (demographic). Include age, gender, income, employment, geography, and lifestyle of those the client wants to reach.
- **Current situation:** An explanation of what's happening to bring about the need for this project e.g. a new event/release/launch in relation to chosen question/topic/theme.
- **Communication task:** Your project must be informative and visually appealing, with strong social, historical and cultural influences. What is the intended message?

Where possible, include information that will be shown in your designed outcome(s) e.g. taglines, logo, social media links, body text, imagery, date, time, location/venue etc.

- **Objectives:** What do you want to achieve with your project? What does the client want to achieve? Where possible, make the objectives specific and the results measurable, e.g. increase sales/earn money, raise awareness, appeal to a new market etc.

Here are some other points for you to consider for your Design Brief:

- What is the purpose of your project?
- What are you trying to visually communicate?
- In your own words, what is the message and meaning behind your project?

- Who is your target audience?
- Which social, historical and cultural influences will effect the creation of your designs?

List of 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.

- In what settings/environments do you imagine your designs to be placed/advertised/promoted?
- Could your designs be easily adapted and presented in different formats and dimensions? e.g. portrait, landscape, banner, square, A1, A2, A3, A4, A5...

Visit Dropbox link to see exemplars of Design Briefs:

<https://www.dropbox.com/sh/66pf022lquz5ly7/AAAc4Txzo4ijHYs1q4PTrCxSa?dl=0>

Artist/Designer study

You are to produce a new artist/designer study:

- Choose your next 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!

Your own versions in the style of the artists/designers you have selected, will lead to your initial designs for your project. Work hard to produce your own versions. Learn from your strengths, trials and errors. Aim to refine and develop your designs in the process.

'Work in Progress' journal (on-going task)

As discussed in lessons, you are to start creating your 'Work in Progress' journal (A5 size).

All students have been provided with a blank template of a journal. Do not feel restricted by the template journal, as are allowed to make your own. Your journal should be an overview of your project. Reflect critically on your work and progress during the key stages of the Graphic Design process (see end of brief). Include sketches, ideas and design development - use graphic design terminology via glossary available on Godalming Online. Example of a 'work in progress' journal is available in 926. Please visit this Pinterest page for inspiration:

<https://www.pinterest.co.uk/armandcordero/sketchbook-journal-wip-ref>

GRAPHIC DESIGN PROCESS

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.

