

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: HALF TERM HOMEWORK – due first lesson back

Task: To continue the exam project

By now you should have already completed the following:

Week 1 tasks

- 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

Week 2 tasks

- 1st draft of your Design Brief
- Produced your second artist/designer study
- Started your 'work in progress' journal

TASKS

Design Brief (second draft)

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

For a recap of how to create a design brief, please see exam project tasks from the previous week via [GOL](#).

Visit Dropbox link to see exemplars of Design Briefs:

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

Additional Research

As seen in the Graphic Design Process guide (see end of brief), you can include additional research to help move your project forward. Continue to browse sites such as Pinterest and Behance, or find primary resources, take photos etc. Present your additional research as flaps on your existing research page. Remember to analyse and annotate your research.

Artist/Designer study x2

Choose your next two artists/designers. You are to produce two new artist/designer studies. *Before doing this task make sure you have spoken with your teachers about your project.* For each study, complete the following:

- Choose your next two artists/designers
- 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)

You are to continue creating your A5 size 'work in progress' journal. Document your project, take photos and present them, showing step-by-step with annotation. Reflect critically on your work and progress. 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>

Extension Task

For those of you who want to get a head start on the next set of tasks, you are to produce *initial typography exploration / logo designs* (minimum 2 sides). Include a combination of both digital and off-screen designs.

Your typography exploration / logo designs must be related to your project and chosen question/topic/theme. Explore a range of fonts, styles, colour palettes and/or create your own typeface.

Look at your C1 book for inspiration, as well as your research.

If required to create a logo design, create a range of initial logo designs off-screen and digital versions for your chosen theme.

Don't forget to reference the style(s) of the artists/designers you have looked at already - very important. Consider using different mediums, techniques, surfaces and papers.

Visit Dropbox link to see exemplars of Initial Typography Exploration / Logo Designs:

https://www.dropbox.com/sh/oyr6vxi2s9rs7si/AABba751sAGNcqWXC_n28yIRa?dl=0

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.

