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 <u>two</u> 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_n28ylRa?dl=0

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.