

GRAPHIC DESIGN

'Prep work + 10 hour practical exam' based on a theme/question.

- **Component 1 Personal Study - Independent Project**
- **60% of Total A Level Grade**

Aim: To begin a personal investigation to create a full body of work exploring overarching theme

Deadline: You have 1 week to complete the tasks set out in this brief

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

You are to select a theme, which you will explore and investigate in depth for the duration of one year.

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 10 hour timed practical exam (in November/December) 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 10 hour timed practical exam.

TASKS

Classwork and homework - Select one theme for your Personal Study. Download Graphics Project Guide. Start the two week task, which you have been set to kick start your 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 (the first year £16.24
- and £25.28/mo after that – via
<https://www.adobe.com/uk/creativecloud/buy/students.html>

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£16.24/mo

incl. VAT.

Research (classwork and homework)

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/iz9fmrq7mv8ke/AADw2bBQ44V01ALXFePclhafa?dl=0>

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

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.

Use Pinterest <https://www.pinterest.co.uk/arttextilesgc/> / <https://www.pinterest.co.uk/armandcordero>, Behance <https://www.behance.net>, It's Nice That <https://www.itsnicethat.com>, AIGA Eye on Design <https://eyeondesign.aiga.org>, Tate <https://www.tate.org.uk>, Design Museum <https://designmuseum.org>, FontFont <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 studies - start to produce your designer studies

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

As part of classwork and the 2 week homework task, you are to produce 4x artist/designer studies (see section D of Graphics Project Guide):

- Choose your 4 artists/designers
- For each 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 theme/topic
- 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!

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.

