

GRAPHIC DESIGN

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

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

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:

- 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
- Started to produce your 4x artist/designer study
- All of the above – printed, presented and mounted neatly in your sketchbook

- Notes and mind maps preparation for your first draft of Design Brief
- Continued producing and completing your 4x artist/designer study
- Started your 'work in progress' journal

TASKS

Design Brief (first draft)

You are to create the first 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 Godalming Online

Visit Dropbox link to see exemplars of Design Briefs:

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

Artist/Designer study

As discussed with your teacher(s), you are to complete, refine, develop and further explore your 4 designer studies (see below)

- Recap of each designer study...
- 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. As discussed with your teacher(s), you are to further explore each designer study.

'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>

You should have already produced 4 artist/designer studies as part of the initial 2 week task, completed as part of classwork and homework. Your own versions/designs should be related to your chosen Personal Study theme.

By now each designer study should have at least 1 A4 page with interesting flaps/tabs/concertinas/overlays.

You are to complete, refine and develop your designer studies, related to your theme.

Moving forward, you are to further explore each designer study so that you have the equivalent of 1 A3 page for each designer study. Create new versions of your designs in the style of each artist/designer. Create different variations of your existing versions.

Continue to explore using a broad range of refined materials and techniques; digital, off-screen, combination of both. Work to your strengths and ensure you are creating designs that relate to your Personal Study theme. Include research, analysis, annotations.

Reminder

Be creative in your approach! Condense your work to create interesting and busy pages, with neat layouts. Do not spread your work out too sparsely across pages.

Think carefully about the layout and composition of your designs and pages. Aim to use a variety of small and medium sized compositions for your designs, as you have done in previous projects. At this stage, we do not want to see 1 design taking up the whole A4 or A3 page.