

# GRAPHIC DESIGN

## 3 week short Independent Project

**Aim:** 3 week short project - create a full body of work exploring a theme/question.

**Task:** To start a new Independent project; select a theme; create design brief; gather, present and analyse research (ongoing); designer studies.

**Deadline:** Friday 28<sup>th</sup> September 2018

The starting points are themes/questions from which you will select one topic to use for your project.

You will 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', having completed in depth prep work.

These are the key stages:

- Select one question/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)

Please use the Graphic Design Process flow chart (accessible via the Graphic Design 3 week project guide) to support the development of your project and your journey of design.

## Getting started this week...

Select one theme/question for your 3 week short Independent project.

Produce 1x full A3 page of analysed research with notes.

Use Pinterest and Behance. Research could include your own photos; content from magazines, newspapers etc.; collect and present primary resources such as leaflets, brochures, menus etc. Look at existing design solutions. (see examples via link)

<https://www.dropbox.com/sh/iz9rfmrmq7mv8ke/AADw2bBQ44V01ALXFePclhafa?dl=0>

Create your Design Brief (see examples via link)

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

Decide which 2x designer studies you will be using for this project. Each study should consist research of the designer/analysis of artwork + 1x copy + your own versions related to your theme – use varied mediums and techniques, digital, off-screen, combination of digital and off-screen; include annotations and step by step process.

Initial Typography and/or Initial Logo Design & Development

Initial Pictorial

Make sure your pages are busy and interesting. Be creative in your approach.

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## Reminder

Independent projects will test your ability to:

- develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding
- explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops
- record ideas, observations and insights relevant to intentions, reflecting critically on work and progress
- present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements. The questions below should be seen as starting points for personal investigations in which you make reference to appropriate critical and contextual material.

The official exam paper will usually consist of 5-10 themes. Here you have been provided with a broad selection of themes/questions to choose from.

See next pages for selection of themes/questions to choose from.

Choose one of the following 13 questions/themes/topics:

## Graphic Design | Selection of 13 themes

- **Collections**  
Collections in museums and galleries include artefacts from different times, places and cultures. Small private collections of objects and ephemera have personal significance for the collector. Progression Design produced graphics for Abingdon Museum. Abbott Mead Vickers BBDO designed posters and a video for the Museum of Childhood. Coley Porter Bell designed graphics for the Museum of London. Refer to appropriate contextual material and produce your own graphics for a personal, public and private collection.
- **'Eye of the lens'**  
Design graphic work for 'Eye of the Lens', an exhibition of photography at a gallery, museum or arts centre near you. Investigate appropriate examples and produce ideas for graphics to promote the exhibition or packaging design for exhibition merchandise. You might like to refer to the work of Ralph Appelbaum Associates, Studio Dumber, Through Creative and Hat-trick Design.
- **A journey**  
Produce graphics inspired by a journey to a favourite place or to a holiday destination or by a daily commute. You might consider approaches such as promotional materials for a transport or travel company, illustration for a children's story about a journey, or promotional graphics for a destination. Refer to relevant examples that might include illustrations by Tom Purvis, Alfred Lambart and Aaron Becker or the graphic work of Gardiner Richardson and Kaleidoscope ADM.
- **Sandwiches, Wraps and Rolls**  
Sandwiches, wraps and rolls are popular and convenient snacks. Design graphic work for a brand of sandwiches, wraps and rolls or for a book about sandwich making. Refer to relevant examples of illustration or photography, or the packaging designs of Charlotte Raphael, Robot Food or Clinton Smith Design.
- **Fashion**  
Design graphics to identify and promote a new fashion company. You might like to look at the iconic logo John McConnell designed for Biba and designs for packaging and print that Whitmore-Thomas produced for the Biba store. Marmalade London produced brand identities, websites and designs for the packaging and print for fashion designers including Sophie Hulme, Yves Piaget and Citizen Flint. Produce your own response and make reference to appropriate contextual material.

- **Botanical garden**  
A botanical garden has restored its Victorian glass-houses, gardens and landscaping and is looking for graphics to raise its profile. Produce work to promote the botanical garden and the restoration, making reference to the work of artists such as Marianne North and design groups such as Lambie-Nairn.
- **'The measurement of time'**  
'The measurement of time' is the theme of a major exhibition planned by a national science museum. Investigate contextual material, which could include work by Wolfgang Weingart and Why Not Associates. Produce graphics associated with the exhibition, giving careful consideration to image, typography and layout.
- **Urban renewal**  
There are many examples of urban renewal projects where abandoned buildings have been transformed into marinas, cafés, galleries and apartments. Produce graphic work to advertise or to celebrate an urban renewal project called 'The Edge'. You might like to refer to the work of Pentagram Design and graphics related to urban renewal projects.
- **Playing cards**  
An agency has the idea of promoting its illustrators' work with playing cards featuring characters from nursery rhymes. Research contextual examples and refer to the work of illustrators such as Tony Meeuwissen, Elliot Thoburn and Peter Malone. Develop designs for the front and back of one picture card or designs for a series of picture cards. You might also like to consider the packaging.
- **Travel Card**  
A transport company is inviting designs for a new travel card to be called '\_\_\_\_\_'. Refer to appropriate examples and develop ideas for a distinctive card design and a shop window sticker offering a 'top-up' facility. You might like to investigate work for the London Underground by Harry Beck and Edward Johnson, and work produced for 'Transport for London' by M&C Saatchi.
- **Market**  
Farmers' markets, open markets and fish, meat and poultry markets can be found in many towns and cities. Some are popular tourist attractions. Examples of branding and promotional graphics for Borough Market, Leeds Kirkgate Market and St John's Market, Liverpool can be seen on their websites and on social media. You might like to investigate the monochromatic rebranding which Ragged Edge produced for Camden

Market. Refer to appropriate contextual material and produce graphics to promote a market.

- Shopping centre

Modern shopping centres, retail parks and some traditional markets have a clear corporate identity and brand image. Produce graphics to revitalise the image of an existing shopping centre or for a proposed retail development. Refer to appropriate work that could include examples of corporate graphics, signage systems and banners or promotional material. You might like to look at the work of DLA Graphics, Them Design or Beyond Communications.

- Museum of science fiction

Produce graphic work for a museum of science fiction. When making your response, you might like to consider approaches such as promotional materials, illustration or packaging design for museum merchandise. Refer to appropriate examples that could include illustrations by Arthur Radebaugh or John Berkey or work by design groups such as SomeOne, Hat-trick Design or Spin.