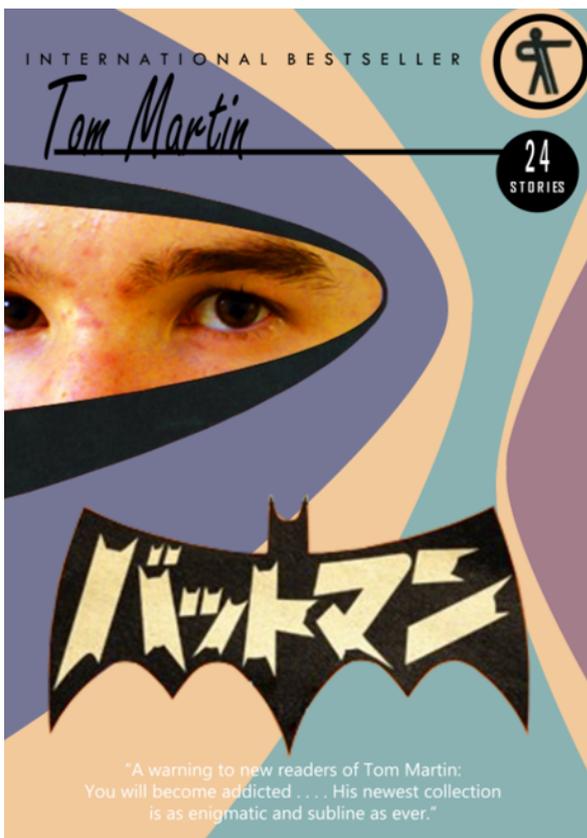


Progression - Graphic Design

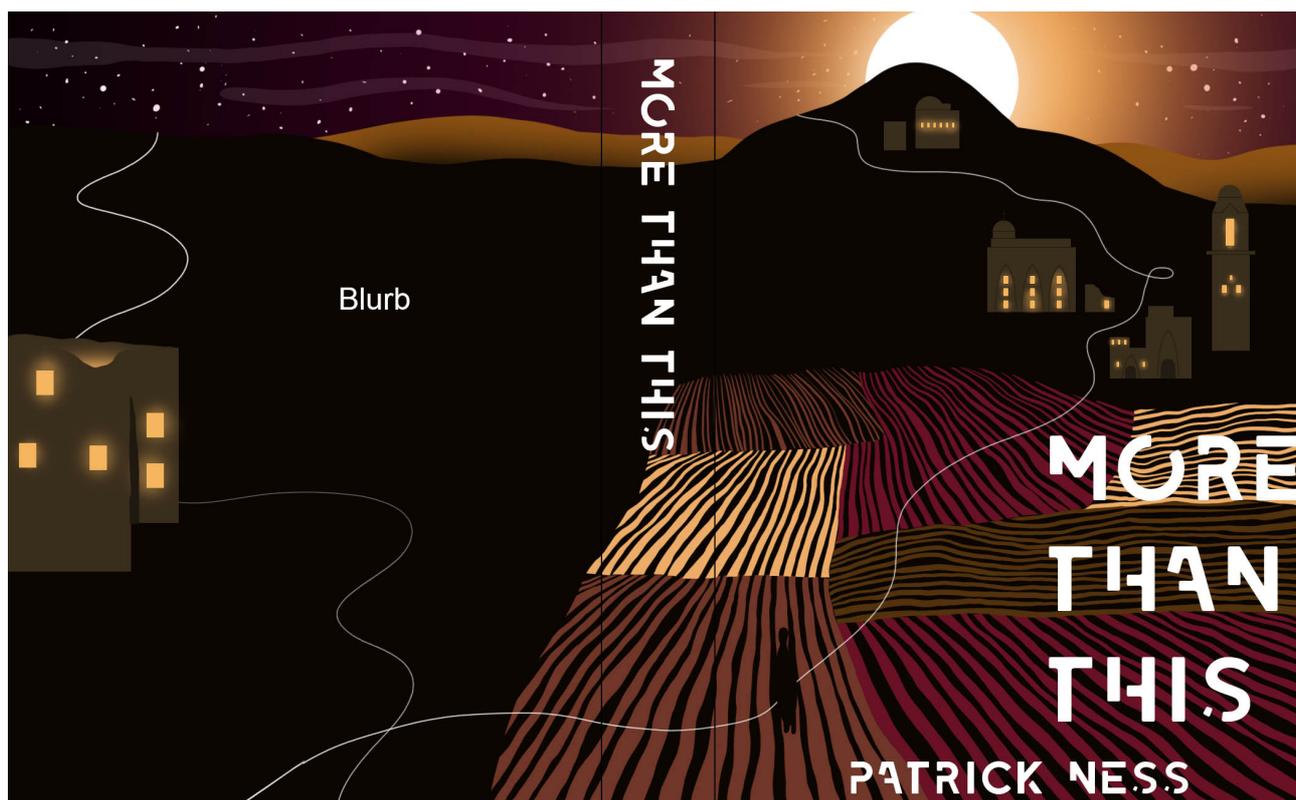


Playing card project x 2 Jane Dann
Book Cover Tom Martin & self portrait by Ben Waldie

Contents:

- i. Where should I start?
- ii. Equipment List
- iii. Reading List Tasks

Welcome to A Level Graphic Design



Concept book cover design - Rosie Hibbard

Now that you've decided to study Graphic Design at A Level, you'll need to do a bit of preparation. This pack contains information regarding the course structure, the summer project, suggested equipment list and websites to prepare you to start your A level in September.



Vinyl shop branding - Enya Shammon



Typographic postcard - Felix Barclay

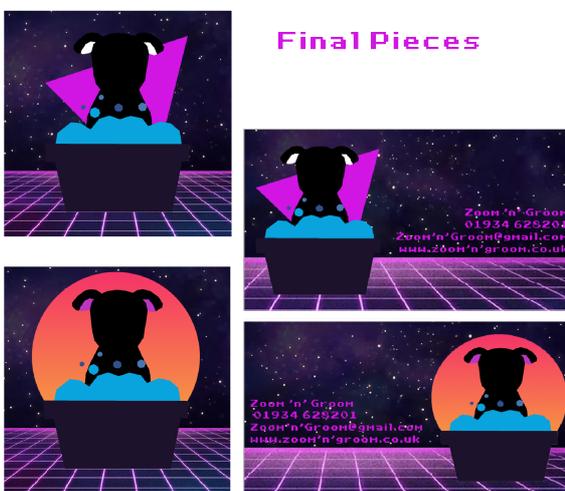
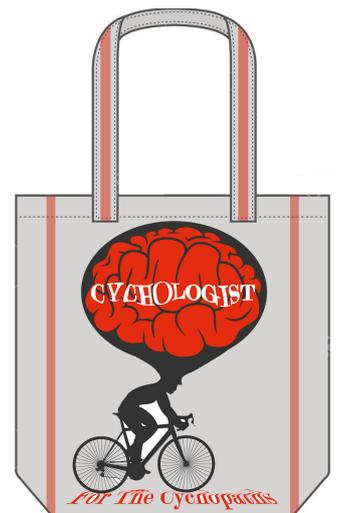
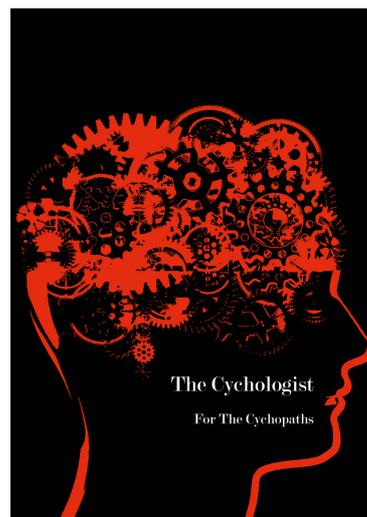
The purpose of studying Graphic Design at A Level is to develop knowledge and understanding and on completion of their studies, students will have acquired:

- the ability to analyse design problems and in response, develop imaginative, appropriate and effective solutions through a logical and structured process.
- the ability to communicate information, ideas and arguments through the use of typography and image.
- the ability to research and understand the historical and artistic context within which graphic design operates.
- curiosity about materials, processes and new technology to create and present graphic design.
- the ability to show the development of an idea, concept or issue.
- the ability to record ideas and observations related to chosen lines of enquiry.
- an understanding of how to manage time effectively and work independently.

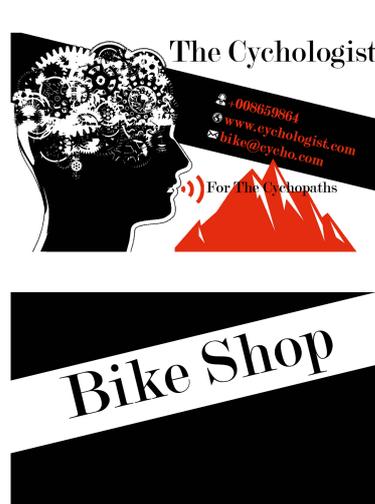
To sum up, we learn how to communicate our ideas using type and/or image. Here are some recent examples of our students work.



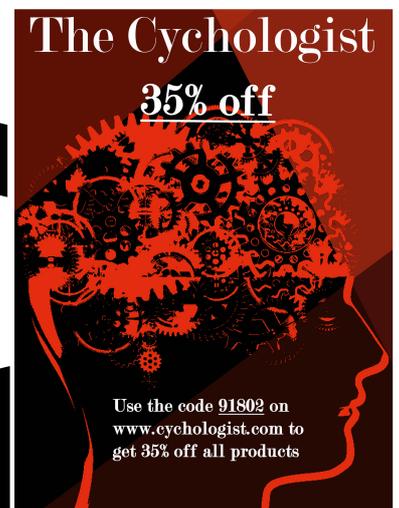
Typographic postcard - Felix Barclay



Dog grooming company branding - Hannah Scott



Bike shop branding - Sam Billingham





What do I have to do in A Graphic Design?

There are two components of the course - the personal investigation and the externally set assignment. The table below summarises the evidence you will produce for each component:

A Level Components	What will I need to do?	How will I evidence this?
<p>Personal Investigation (<i>coursework</i>)</p> <p>60%</p>	<ul style="list-style-type: none"> -Write a personal study (essay) based on your chosen theme -Create a body of work related to a chosen theme/s -Create a final piece/s 	<ul style="list-style-type: none"> -A 1000-3000 word essay -Research on a range of artists, illustrators and/or designers -Exploration of a variety of media, techniques and processes -Development of ideas in response to chosen artist/s/ theme -Recording of ideas and observations
<p>Externally Set Assignment (<i>Exam</i>)</p> <p>40%</p>	<ul style="list-style-type: none"> -Create preparatory work based on the chosen theme -Create a personal outcome/s in 15 hours of sustained focus 	<ul style="list-style-type: none"> -By creating a body of work based on the theme given. This will include research, ideas, exploration of media, development of ideas and a final piece/s.

The table below summarises tasks you will need to do to meet each objective:

Development of Ideas	Exploration of Media	Recording & Reflecting	Personal Response
<ul style="list-style-type: none"> -Research a range of graphic designers, illustrators or typographers - collect images, make a visual study, include biographical information and analyse their artwork -Create your own ideas inspired by your chosen artists, graphic designers or typographers. -Show a clear development of ideas- that have been manipulated, transformed and edited throughout the journey 	<ul style="list-style-type: none"> -Explore with a wide variety of media, techniques and processes -Continually review and refine your work- consider the potential and the limitations of the media used 	<ul style="list-style-type: none"> -Take own photographs related to chosen theme/ idea -Create a range of design idea studies from primary and secondary sources -Use annotation to explain your idea/s and to reflect on your progress 	<ul style="list-style-type: none"> -A final piece plan to document intentions for final piece and explanation -A final piece/s that realises what you intended to do

What areas of Art & Design can I study?

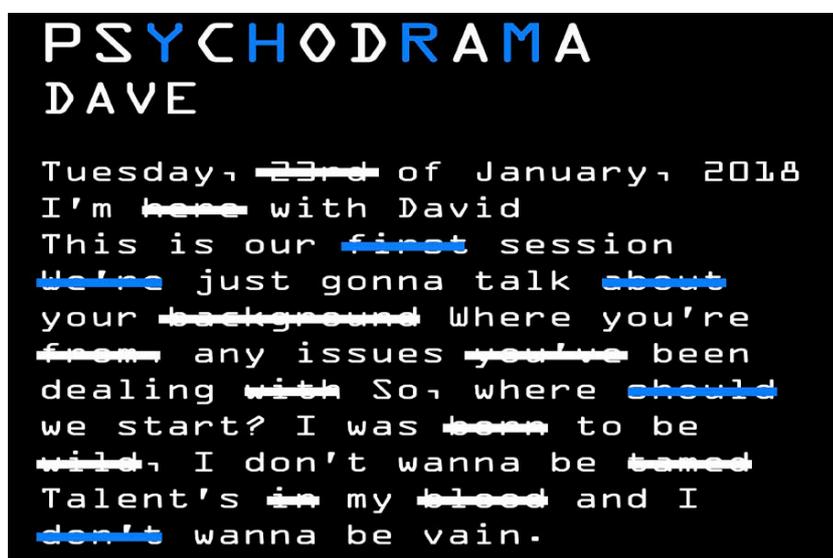
At Worcester Sixth Form College we offer 3 Art & Design subjects. The table below summarises the different types of design you can study:

Photography	Fine Art	Graphic Communication
<i>This could include film, video, digital, photojournalism, moving image, documentary photograph, multimedia or film-based photography.</i>	<i>This could include painting, drawing, printmaking, mixed media, ceramics, installation, moving image and sculpture.</i>	<i>This could include branding, information graphics, advertising, packaging design, interactive media, multimedia, motion graphics or illustration.</i>

Where should I start?

You need to think about the following:

- *What subject/theme are you most passionate about?*
- *What is it about this subject that is interesting?*
- *What other avenues could this branch into?*
- *Will you be able to sustain this theme for a long period of time?*
- *Can you think of any particular artists that could relate to it?*
- *Are there any particular styles or techniques that you can explore with?*
- *Are there any current galleries, exhibitions or events that could be relevant?*
- *What places, objects or things could you collect or photograph?*



Typographic postcard - Ben Waldie

Summer Project

Over the holiday, you will need to complete the following tasks:

❑ 1 Photography & Typography



Use your phone or a camera to take an alphabet of found letters. Look around your home to find each letter. You need to complete upper and lower case, numbers and as much punctuation as you can find.

Here is an example of Peter Blake's work and a link to the Tate for further info.

<https://www.tate.org.uk/art/artists/peter-blake-763/peter-blakes-z>

If you can - you might collate into one document to create the entire alphabet to be viewed as a whole. If not, save all your work and this can be completed later in the year.

❑ 2 Hand-done & Typography



Typographic postcard - Joe Pruszyński

Hand-done typography - Choose or find a phrase which has meaning for you, then produce this in pen, paint, Sharpie, pencil, collage or ink or a mixture of techniques, as long as they are all hand-done. The phrase can be from a song, film or perhaps a family saying or a motivational phrase that you find useful.

The dimensions of the work should be postcard size A5 which is 148mm x 210mm (Please note, that is millimeters!)

Reference Typographers:

Alex Trouchut - Luke Lucas - Jessica Hische - James Lewis - Saul Bass

□ 3 Research and live brief



Document your research in any format you wish - sketchbook, sheets, folder, concertina etc. or computer based.

The college production this year is going to be Chicago - the Musical. All Graphic Design students produce the publicity for the show. This includes an A2 poster, tickets, programme and Hoodie. This work is then judged by the Performing Arts staff and the winner gets the opportunity to have their work printed and used in all college publicity and there is also a prize!

This is the first brief new and existing students undertake in the academic year and the project takes about 6 weeks. To make sure all students are in a good place to start this work we ask that they research and produce some design ideas for the beginning of term.

Chicago - the Musical

- You need to research the Musical and identify the main themes and issues.
- Gather previous posters and publicity used for the Musical and film.
- Find other examples from any source which might influence your work.
- Visit dafont.com and note any typefaces which you would like to explore.
- Think about how Music, Dance and movement have been represented in Art and Design. Find images which interest you.

Equipment List

Please find below a suggested list of materials for A Level Graphic Design:

- Drawing pens such as fine liners and pencils
- A4 (or smaller) sketchbook
- Sharpies, black and a range of colours
- Post-its
- Magazines/newspapers

Suggested Reading

Websites:

<https://www.studentartguide.com/>

<https://www.theartnewspaper.com/>

<https://www.artforum.com/>

<http://www.artnews.com/>

<http://artreport.com/>

<http://www.tate.org.uk/art/artists/a-z>

<https://www.artsy.net/artists>

<https://artuk.org/discover/artists>

TED Talks:

https://www.ted.com/talks/janet_echelman_taking_imagination_seriously?language=en Ted Talk by Janet Echelman about large scale sculpture

https://www.ted.com/talks/chip_kidd_designing_books_is_no_laughing_matter_ok_it_is Ted Talk by Book cover designer Chip Kidd

https://www.ted.com/talks/alexa_meade?language=en#t-262476 Ted Talk by Alexa Meade- Your body is my canvas

Books:

How to be a graphic designer without losing your soul by Adrian Shaughnessy 2010

Know your onions: Graphic Design by Drew De Soto 2012

Thinking with type - A critical guide by Ellen Lupton 2010



Reading List Tasks:

- Collate notes about key subject matter, record quotes and any other relevant information.
- Create a visual mind map of key ideas. Use drawings, images and photographs to illustrate this.
- List key terms and vocabulary - research meanings and/or context.
- Write a list of key questions and/or discussions points that are raised.



© The PiXL Club Ltd.

June 2018

This resource is strictly for the use of member schools for as long as they remain members of The PiXL Club. It may not be copied, sold, or transferred to a third party or used by the school after membership ceases. Until such time it may be freely used within the member school.

All opinions and contributions are those of the authors. The contents of this resource are not connected with, or endorsed by, any other company, organisation or institution.

PiXL Club Ltd endeavour to trace and contact copyright owners. If there are any inadvertent omissions or errors in the acknowledgements or usage, this is unintended and PiXL will remedy these on written notification.