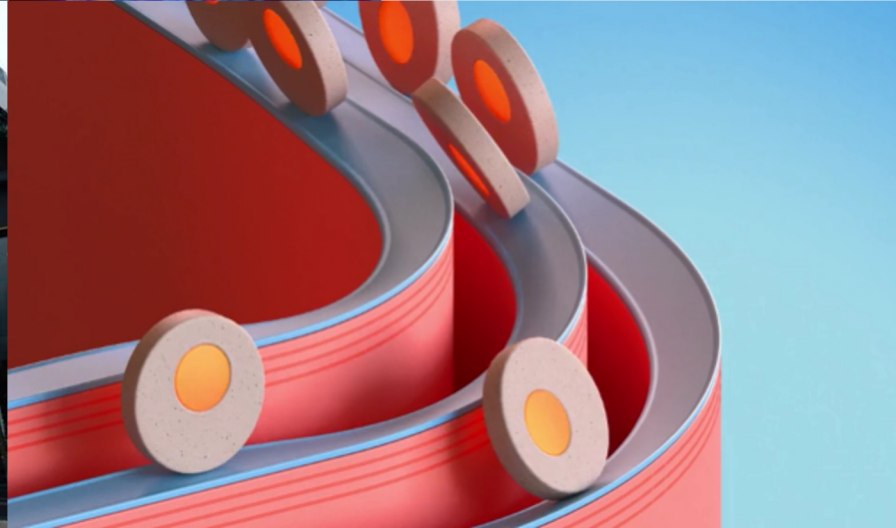


YEAR 11 TRANSITION BOOKLET

A LEVEL GRAPHICS 2023



YR 11 TRANSITION BOOKLET A LEVEL GRAPHICS 2023



Congratulations on choosing to study A Level Graphics. You have chosen to study a course that will develop the skills you have learnt previously in year 11 and encourage you to become a more independent learner through exploration, risk taking, hard work and teacher guidance. By the end of the course, you will have a greater understanding of Graphic design and the technical and communication skills needed to pursue an art and design course in higher education.

Being prepared and organised are vital skills needed to complete any A Level course. Art and Design A Level subjects are extremely demanding in terms of the amount of practical work needed and the increase in demand, depth, detail and knowledge you need in order to complete the course successfully. Keeping on top of your studies is crucial.

This booklet will ensure you are prepared in September and ready for an exciting yet challenging year ahead. This booklet is to help you find an area of interest within Graphic Design and will allow you to start to form your own personal style and discipline(s) within the subject.

Graphic design uses visual compositions to solve problems and communicate ideas through typography, imagery, colour and form. There's no one way to do that, and that's why there are several types of graphic design, each with their own area of specialisation.

Though they often overlap, each type of graphic design requires a specific set of skills and design techniques. Many designers specialise in a single discipline while others focus on a set of related, similar types.

The disciplines we would like everyone to look at are listed below:

- Branding (Visual Identity)
- Typography
- Illustration
- Digital Campaigns (Marketing)
- Photography

Please read through and look at each discipline carefully and the design examples shared, before developing your own. Work through the booklet methodically and spend time thinking what disciplines and style of design interest you.

You must bring all your completed work with you to your first Year 12 Graphics lesson in September. Complete all the tasks in the booklet to the best of your ability and if you have any questions, please do not hesitate to contact us at: worthington.d1@thenorwoodschool.org

We look forward to seeing you all soon.

SUMMER PROJECT BRANDING *NETFLIX*

Netflix is one of the original innovators of streaming content, and they've grown exponentially in the last five years. With an expanding slate of original series, high-profile acquisitions and an exploding user base, Netflix saw an opportunity to implement a cohesive visual system that could grow along with the brand.



SUMMER PROJECT BRANDING TASKS

Branding, by definition, is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to a company. This helps to identify a product and distinguish it from other products and services. Branding is important because not only is it what makes a memorable impression on consumers but it allows customers and clients to know what to expect from your company. It is a way of distinguishing a brand from its competitors and clarifying what it is they offer. Brands are built to be a true representation of the business and it is perceived.

Branding is absolutely critical to a business because of the overall impact it makes on the company. Branding can change how people perceive the brand, it can drive new business and increase brand awareness.

Netflix has reported a record increase in subscribers, the company reaped the benefits of a massive increase in home viewing particularly during the pandemic. No doubt you are aware of the Brand, what it has to offer; are you aware of Netflix's' brand assets such as the logo and what the 'N' stand for? The N represents connection and a never-ending stream of stories to its subscribers.

TASK 1: Research a brand you like and compile a document showcasing all their brand components; brand identity, literature, corporate colours, advertising, stationery, brand mission statement and anything else relating to the visual identity of the brand.

TASK 2: Redesign the logo for the brand you have researched. Develop a variety of initial design ideas in pencil, this should consist of at least twenty different designs (sketches). Select one design you like and develop it further before creating your final outcome which can be drawn by hand or produced a computer.



<https://beneine.co.uk/>

SUMMER PROJECT

TYPOGRAPHY (GRAFFITI)

TASKS

Typography is the art or process of setting, arranging, or **designing** type. **Typography** is by far one of the most important aspects of good **design**. It provides context to visuals and eliminates misconceptions or miscommunications.

It attracts and holds the audience's attention. ...
It is reader friendly. ...
It establishes an information hierarchy. ...
It helps to create harmony. ...
It creates and builds recognition.

You are extremely privileged to live in one of the most vibrant, diverse and expressive cities in the World. London has an abundance of talented artists and designers and is an international hub to showcase creativity and lead the way in design. Use this city and what it has to offer to your advantage!

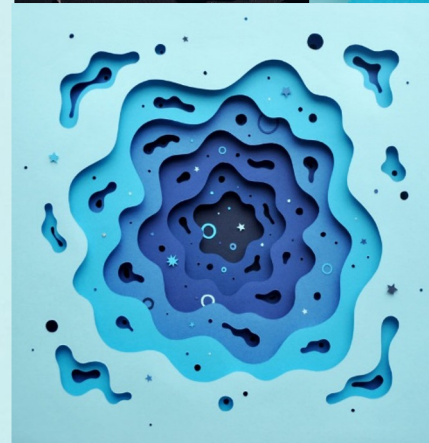
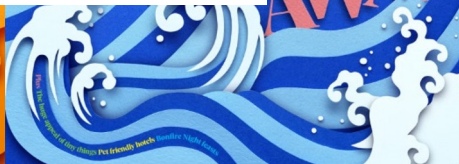
TASK 1: Explore typography and graffiti in London, this can be in your local area or further afield. Go out with a camera and document what you find. This could be typography found on signage, in the natural environment, in architectural structures, on shop facades, advertising, graffiti and so on. Present all your images and the styles you found.

TASK 2: Simply sketch a variety of typography designs from your primary sources (your photographs). The aim is to practice recording (drawing), by considering some of the formal elements; shape, line and form. Please note; this is not finished artwork, your drawings should show your workings out, don't be afraid to make and show your mistakes.

TASK 3: Select your favourite design and develop it further to create a completely new typographic outcome. Consider tracing areas, adding additional lines, shapes or extending elements to form new letters. Once you have found a new typographic style create the whole alphabet and present your final outcome.

SUMMER PROJECT ILLUSTRATION OWEN GILDERSLEEVE

An expert in hand-crafted illustration, set design and art direction, Owen's creations are carefully constructed from paper. Bold yet delicate, his works make use of light and shadow, and hand-rendered typography, for clients including LUSH Cosmetics, Comic Con, American Express and DK.



<https://owengildersleeve.com/>

SUMMER PROJECT ILLUSTRATION TASKS

Illustration: Where words **can tell you** something; **illustration can** show **you** something. **Illustration** captures a feeling or simplifies a complex idea. It complements **the** content; builds on it. It amplifies **the** message **you're** delivering to **your** user.

An **illustration** is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films.

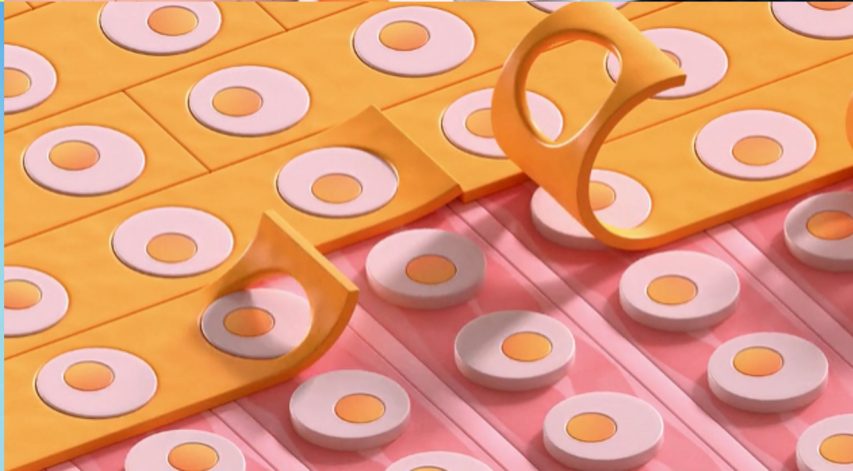
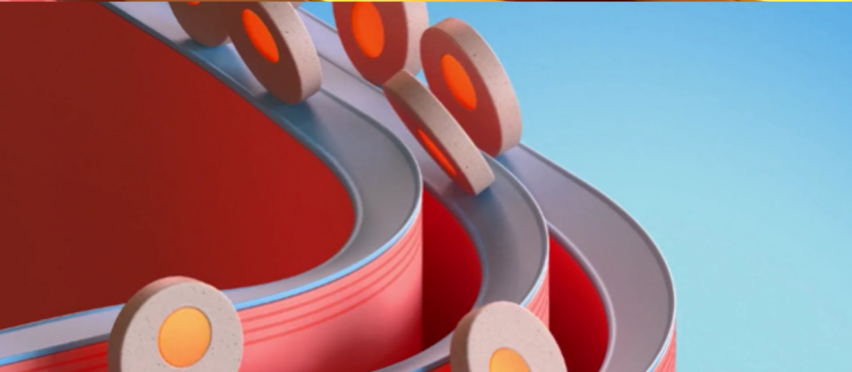
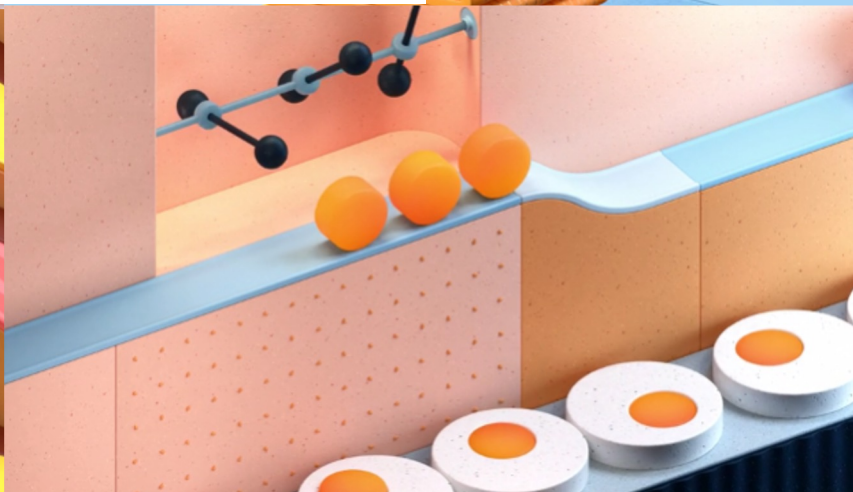
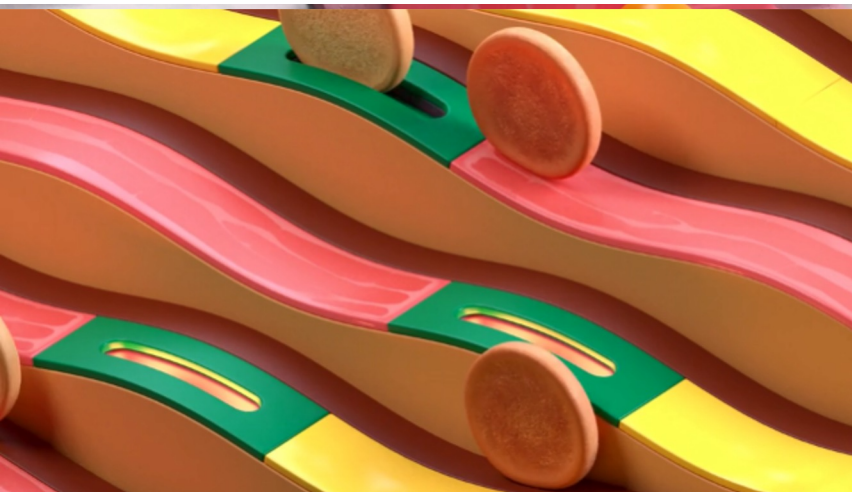
TASK 1: Research an Illustrator you admire and the work they do. Carefully consider a design style that interests you and compile a mood board showcasing their illustration work. Present the images you find neatly and creatively and add a title and brief overview explaining a little about the artist and the work they create.

TASK 2: Select one illustration and create a copy of it. This can be hand drawn, painted or developed using a computer or a combination of them all. Once completed present it neatly and annotate it explaining the materials, the processes you used, the difficulties and successes.

TASK 3: Develop your own illustration style using elements chosen for the reference material you have found. Consider changing the materials and processes you use, explore different shapes, lines and visuals elements. This illustration should be very different from the copy you made but should show some comparisons and subtle links. Explore using different techniques, materials and processes; have fun!

SUMMER PROJECT DIGITAL CAMPAIGNS *McDONALD'S*

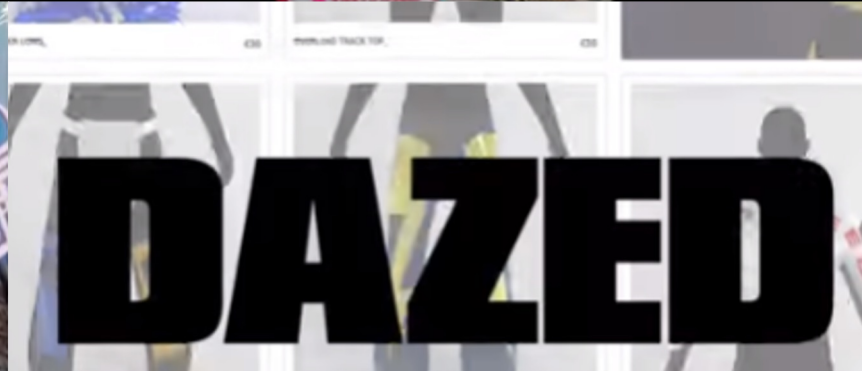
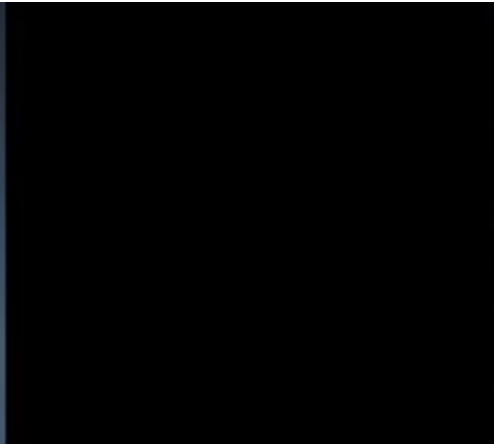
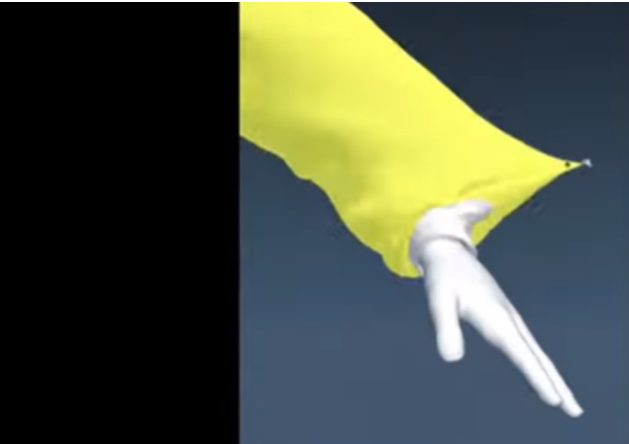
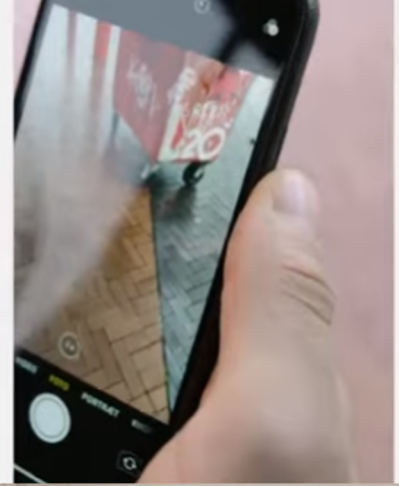
We are not sure why but there is something uber-relaxing about random digital videos that show processes, petting animals or other seemingly-simple experiences. In one of their most creative campaigns to date, McDonald's took on this internet obsession by creating a series of GIFs showcasing how their iconic Egg McMuffins are made.



<https://vimeo.com/354894903>

SUMMER PROJECT DIGITAL CAMPAIGNS *CARLINGS - ADDRESS THE FUTURE*

Today, populations are anxious about the future of our planet, and many world leaders are developing ways to change their footprint. Clothing company Carlings developed an all-digital shopping experience as part of a digital ad campaign to illustrate their support of environmental change. Considering there is heavy heat on clothing companies to decrease mass production of garments, it was a needed conversation in the industry.



https://www.youtube.com/watch?time_continue=8&v=l-tQEpSEjCQ&feature=emb_logo

SUMMER PROJECT

DIGITAL CAMPAIGNS

TASKS

Do you see Facebook ads on your newsfeed? Do you follow brands on Instagram to see what they will release next? In today's age of technology, you see digital marketing campaigns every day. All of these types of advertisements combine together to create a digital marketing campaign.

A **digital marketing campaign** is an online marketing effort put forward by a company to drive engagement, conversions, traffic, or revenue. The campaign ties in with the overarching goals of the organisation and includes one or more digital channels in the efforts.

TASK 1: Watch the two digital campaigns we have sourced, They were produced in 2019 and have won acclaim in the creative industries winning awards for the design creativity and innovation.

1. McDonalds campaign launching its all-day breakfast menu in France. Created by TWBA/pairs in collaboration with Mattieu Braccini, the ad has become an internet obsession – satisfying videos. The campaign won Bronze Lion in design at the Cannes awards. <https://vimeo.com/354894903>

2. Carlings campaign instead of being a purely visual experience, allows users to engage and interact. Here's how it worked: once a customer purchased something from their site, they were prompted to upload an image of themselves. Then, it would be digitally tailored to fit their body. This illustrated how much environmental waste can be saved from a simple online process. Even though this brand was founded in the late 70s, they have actively made it their mission to stay relevant and transform with trends. https://www.youtube.com/watch?time_continue=8&v=I-tQEpSEjCQ&feature=emb_logo

TASK 2: Think of a Brand product you would like to create a digital campaign for, this could be any product such as the Nike Air Max 1 trainer. Then create a digital campaign to promote and sell the product, in a fun innovative way and create storyboard explaining the campaign with annotation explaining your idea.

SUMMER PROJECT PHOTOGRAPHY MAGDIEL LOPEZ



https://www.youtube.com/watch?v=nl5TsD_LtK0

SUMMER PROJECT PHOTOGRAPHY TASKS

Photographs are some of the most effective images used in graphic design. If you're a graphic designer, building your photography skills can also lead to better design. Photography strengthens your ability to consider composition, or the formal relation of elements in an image.

Using a camera is a creative outlet that can strengthen your abilities in ways applicable to the design process. Photography is also a process. Every step requires making decisions about the placement of objects, framing the shot, appropriate settings, and looking at intricacies of light and colour. All these elements are also important to graphic design.

Learning photography can help you develop a better eye for composition. **Composition** is the combination of formal underlying elements like line, balance, and shape in an image. When these elements are used well together, the result is a cohesive and effective image. When photographing subjects, you're forced to understand how they relate to each other in space, and you're constantly honing your skills in composition.

We would expect everyone taking Graphics to develop their photography skills and include some kind of photographic material within their work. Photography outcomes can form evidence for assessment objective 3 (recording ideas) and therefore can improve your overall marks.

TASK 1: Research a Graphic designer / Illustrator that uses photography and/or photographic elements within their design work. Consider the examples we have shown on the previous page. Magdiel Lopez combines architectural structures, landscapes and portraiture with simple graphical elements such as shape and gradient colours to produce posters, front covers for magazines and marketing material. Once you have found a designer create a mood board showcasing all their work, add a title and some information about them and the work they produce.

TASK 2: Take your own photographs that relate to the work you have found and present them neatly over several pages in your sketchbook.

TASK 3: Develop the photographs you have taken in the style of artist's work you have found. Consider different ways to manipulate the photographs; you could use Photoshop, create collages or draw and paint into them. Present the outcomes you create neatly and annotate them explaining what materials and processes you used and how they link to the artists work your sourced.