

Graphic Design Summer Independent Learning



You will be soon joining the A Level Graphic Design course and in preparation for this we would like you to complete a small design task based around the idea of 'Through the Decades'.

This project is based upon exploring the skills and techniques used within design work in the 1920s – early 2000s and how these processes are being used in current, modern design such as Bauhaus, Swiss, Grunge, New Wave and Punk.

Task 1: Set up a Google Slides Presentation

Set up a Google Slides Presentation (<https://www.google.co.uk/slides/about/>). This is where you will record the project and how you will share it with your teacher in September. You will need to register for a Google account to do this if you do not already have one.

This should only take a minute to set up.

**You should try creating a theme for your google slides presentation.*

- Task 2: Pinterest inspiration

When starting a new project, it is always important to gather ideas and inspiration. Use this activity to begin to consider what types of design from throughout the decades **you** personally like and use this for inspiration.

1. Follow this weblink <https://www.pinterest.co.uk/katiegraphicsncb/through-the-decades/>
2. Look at the Pinterest board. It includes a broad range of artists and graphic designers. Consider which images you are drawn to.

3. Create your own Pinterest account (if you don't already have one).
4. Create a new board with the title 'Through the Decades'.
5. 'Pin' at least 20 images that you find interesting/inspiring to your new board. When you click on a pin you will also start to see 'related pins' that you may wish to use.
6. Include the link to your Pinterest board in your Google slides.

You should spend around 30 minutes on this.

Task 3 - Image analysis

Helpful links to the use of Typography throughout the decades:

<https://design.tutsplus.com/articles/10-decades-of-design--cms-29370>

<https://www.instagram.com/36daysoftype/?hl=en>

1. Select 1 design that particularly appeals to you.
2. Really study the image and take time to look at it in detail. Focus on the typography (font), shapes, imagery, layout, colours and anything else you can study within the image.
3. Try to find out who the designer is and write this down. You could even look at more work by this designer and find out some information about them.

Now write a minimum of 1 paragraph (minimum of 200 words) in response to this image and make sure you include the **name of the designer** and which graphic design style they are working in.

When writing your paragraph on the design you should try to answer the following questions:

Who designed this piece?

What is the design of?

What is your attention drawn to in the design? Where does your eye look first?

What reaction do you have to the design? Does it remind you of anything else you have seen?

What do you find particularly interesting about the design?

What could the design be trying to communicate to the viewer? and how do they do this?

What typography have they used? Does it feel clean and easy to read or destructive and chaotic?

What shapes have been used in the design? Do they interact with each other?

What ideas has it given you for typography that you would like to create?

Add this into your Google Slides Presentation. (Any problems with this just handwrite it instead)

You should spend around an hour on this.

- Task 4 – Typography Experiments

Experiment with the phrase 'Through the Decades' to create a Typography piece inspired by the designs from task 2 and 3.

You can create this using anything you have at home. You could create the design by: drawing,

painting, cutting up letters and shapes from magazines and patterned materials, using any design software (photoshop, illustrator, photopea - free, gravit designer - free), using your own photographs and/or secondary images. We are more interested in seeing the design which you create rather than the process you used to create it, therefore, use what you have access too.

Some of the styles which could research more into before creating your design: Art Deco (1920s), Futurist (1930s), Constructivism (1940's), Mid-Century Modern (1950s), Psychedelic (1960s), Retro (1970s), Grunge (1980s), Punk (1990s), Minimalism (2000s).

- Look at task 2 and 3 for ideas first. If you know the style that you are the most interested in, you could look into this with further research for more ideas and inspiration.
- Experiment with different layouts, fonts, colours and shapes.
- Consider if there is a theme to your design? Is the typography going to be inside a shape? Is there any imagery or shapes that are going to accompany the letters?

· If you would like to have a go at working on the computer to create you typography design we work with Adobe Photoshop and Adobe Illustrator here at NCLT, however, if you do not have access to these programmes, see the list of apps below which can be used from your smartphone or can be used for free in your web browser.

Smartphone Design Apps: PicsArt, Autodesk Sketchbook, Adobe Draw, Adobe Fresco, Photoshop Express, Fontroid, Paper by We Transfer.

If you would like to practice Photoshop or Illustrator there are free, alternative versions which you can use in your web browser (no download required). Photoshop alternative:

<https://www.photopea.com/> Illustrator alternative: <https://www.designer.io/en/>

It would be fantastic to see more than one design! You could experiment with different layouts, colours, fonts, shapes etc.

- *Present your final design in your Google Slides Presentation*

You should spend at least an hour on this.

Task 5 – What is Graphic Design?

It will be helpful to know about the different realms of Graphic Design and the impact that it has on the world around us before you embark on your A-Level in Graphic Design.

1. Follow this Youtube video: <https://www.youtube.com/watch?v=sTi5SNgxE3U&t=4s>
2. Watch the video and take a few notes whilst watching to answer the question 'What is Graphic Design'.
3. On your google slides presentation, write a short paragraph (min.100 words) on 'What is Graphic Design'.
4. You could add some images of design work that you find interesting and would like to learn more about.

This task should only 30 minutes.

- **Checklist:**

Due the first week of college.

Pinterest Board of Ideas

Image Analysis

Typography Design

What is Graphic Design?

Ideally you will record all this in Google Slides, however, where this is not possible written work will be accepted - please ensure work is titled correctly and has your name attached clearly.

We encourage all students to type up their work on the computer if possible as you will be working with Google Slides throughout the 2 year A-Level course.

You will be directed in the first week of college on how to send your Google Slides project to your teacher.

We can't wait to see what you come up with! Good luck.