Year 13 A Level Graphic Design

Summer Independent Learning Tasks

TASK ONE:

Write an evaluation for Outcome One for your Component One. This is your mini-branding project which includes a logo design, patterns and a branding board. Use the help sheet attached to evaluate your designs.
https://docs.google.com/document/d/1fBgo49uhcpcX5dDuoxShda20YSzJqxqb/edit?usp=sharing&ouid=105809419287731830840&rtpof=true&sd=true
Ensure you comment on what went well and what could have been better. Present this in your digital sketchbook next to your final designs. (If paper sketchbook – prepare for printing out upon return)

TASK TWO:

Write a minimum of 1000 words for your Personal Study. You should write the following:
   a. Introduction (containing at least 1 piece of contextual research, data or quote around your theme)
   b. Include research from the book you have taken home over the holidays.
   c. 3 artists research and image analysis (you have already completed 1 of these in class).
   d. Compare and contrast the artists you have researched.
   e. Include images, this is an illustrated essay.

The beginning of the personal study will be marked for Cedar 1 with you Component 1 project so far.
Use the personal study guide to help you with writing your personal study:
https://docs.google.com/presentation/d/1M0SE98ZkGpGqZECS4ZIIcGjT_KVgJK1uCM8zqqeLePY/edit?usp=sharing

To find artists: You should explore websites such as Pinterest, Behance, Dribble, DesignWeek and IllustratorX.

This needs to be submitted on the Teams assignment before returning in September.

Copy and paste artist research and image analysis into your sketchbook too. Consider your presentation.

Use the artist research and image analysis sheets on the end of your digital sketchbook to help you with this.

TASK THREE:

Idea Generation for a second outcome. Produce mood boards, mind maps and a minimum of 10 thumbnail sketches for a second outcome. Do not draw on lined paper, use the attached sketching sheet if needed. You will discuss these ideas with your teacher and start

this outcome upon return in September. Use the artists you have researched to inspire and influence your thumbnail sketches. ***The more idea generation at this stage the better – more is more! Remember this is just idea generation!***

TASK FOUR:
Ensure you have completed the checklist for Component One so far. Use the checklist below to ensure you are up to date before return in September.

ADDITIONAL OPTIONAL TASKS:
- Visit a gallery, exhibition or museum. The summer holidays is a great opportunity to get out and visit a gallery. Take photographs and document the experience in your sketchbook. (AO1) Current local exhibitions/galleries:
  - o The Hepworth Gallery – Wakefield
  - o Impressions Gallery – Bradford
  - o Sunny Bank Mills - Farsley
  - o Leeds Art Gallery - Leeds
  - o Cartwright Hall – Lister Park
  - o Dean Clough Art Gallery – Halifax (they have some resident illustrators there too!)
  - o Yorkshire Sculpture Park - Wakefield
- Conduct additional contextual research – watch shows or films, read books or articles, interviews, polls ect. Document in your digital sketchbook.
- Take primary photographs that will help inspire your project eg. Figures, textures, landscapes, objects, scenes. Graphic design is everywhere – streets, shops, the seaside! – look for type and image in everyday places.
- Look at the read, watch, do list for other tasks you could complete to help push your grade.
  https://docs.google.com/presentation/d/1WkamnPpX1aCCsDEWZ8VIEHWjhn9-7Rp-D66UBbEyQXs/edit?usp=sharing
- You can produce additional outcomes/experiments.

COMPONENT ONE SO FAR CHECKLIST

minimum expectations for sketchbook

TASK	TO INCLUDE	DONE?
Title page	Your chosen theme title – make visual.	
Idea Generation	Mindmap with ideas, artists, definitions and synonyms	
Idea Generation	Moodboard – must contain graphic design! **NOT** just random images!	
Idea Generation	**OPTIONAL EXTENTION** – Elemental moodboard: explore symbols, typography, colour schemes, aesthetics ect relating to your theme.	
Contextual Research	At least ONE piece of contextual research around your theme to develop your idea. The more the better.	
If fitting and discussed with teacher – add magazine project in here.		
Idea Generation	Branding Moodboard – logos, packaging ect. Link to your theme.	
Research – Case Study	Pentagram case study – select a brand identity by Pentagram from their website. Document your findings in sketchbook. (Helpsheet on Slides link)	
Branding Ideas	Idea generation page for your brand in your sketchbook. Mindmap? Wordbank?	
Brand Identity Experiments	Experiment with typography and colour schemes in Illustrator. Use a 481x270mm art board to explore multiple different options for your brand. Export and upload to sketchbook with reflective annotations.	
Logo sketches	Scan and add logo sketches to sketchbook. Minimum of 20.	
Logo experiments	At least 30 experiments with your logo. Using a 481x270mm art board in Illustrator. Export and upload to sketchbook with reflective annotations.	
Present Logo	On a 481x270mm artboard export your logo in the following formats: Colour, Black on White, White on Black and any variants. Fit to the full size of the slide.	
Pattern Experiments	6x Pattern Experiments – 2 colour experiments, black on white, white on black, 2 composition experiments.	
Present patterns	Using a 481x270mm artboard fill your pattern to the whole artboard. Export as a .jpeg and add to sketchbook filling the whole slide. Add the following variants: Colour, Black on White, White on Black.	
Mock Ups	Create at least 3 mock ups for your brand using the logo and pattern designs. Present filling the whole slide on your sketchbook.	

Branding Board	*Present your finished branding board on your sketchbook. You could even take a picture of your mounted piece and add this in too.* ***DEADLINE: 5th JULY***	
Leeds Beckett Degree Show	*Write up your visit to Leeds Beckett's exhibition as a gallery visit. Details on Component One google slides on Teams. IF YOU DID <u>NOT</u> attend the trip - research into one of the following artists depending on which is the most relevant for your brand. Paula Scheur, Paul Rand, Aaron Draplin.*	
Evaluation of Outcome One (SIL)	*Evaluate the designs you have created during the mini-branding project. This is now your first outcome for component one.*	
Artist Research One	*Completed in class – research your first artists for the project. Complete an image analysis of at least one of their piece of work in as much detail as possible. This will be added to your essay.*	
Essay – 1000 words (SIL)	*Research at least 3 artists for your essay. Add additional contextual research to support your point to your essay. Compile into a word document and submit on Teams. Copy and paste artist research and image analysis into your sketchbook.* ***<u>This is the first draft and will be marked as part of Cedar 1.</u>***	
Idea Generation for Outcome 2 (SIL)	*Moodboards, mindmaps and thumbnail sketches for outcome 2. This should take influence from the artists you have researched for your essay. Minimum of 10 thumbnails. Scan and add to your sketchbook.*	

If you have a physical sketchbook – SIL work can be printed and put into sketchbook upon return if digital.