

## Year 13 A-Level Graphic Design

### Summer Independent Learning Tasks

#### TASK ONE: EVALUATION AND CHECKLIST

- Write an evaluation for your completed logo design for your Component One. Use the help sheet attached to evaluate your design.

[https://docs.google.com/document/d/1XIKr4MvGuDSms6r0qmlIOE48nRojq\\_uE/edit?usp=sharing&oid=105809419287731830840&rtpof=true&sd=true](https://docs.google.com/document/d/1XIKr4MvGuDSms6r0qmlIOE48nRojq_uE/edit?usp=sharing&oid=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 your designs are not complete or you are not up to date with the checklist, you need to use this time over the holidays to catch up. Year 13 moves quickly therefore, if you are not up to date you will struggle to keep up with the workload.

**The checklist must be completed before September return - checklist attached to the bottom of SIL document.**

#### TASK TWO: STATEMENT OF INTENT

Write a statement of intent and add this to your sketchbook. The statement of intent will show the examiner your plans for your project and your intentions. It is your opportunity to explain your theme, ideas and personal connection to your project. The statement of intent should be a minimum of 200 words PER SECTION and then added to your sketchbook after your mind map of ideas.

The statement of intent is split into 3 sections: MAIN IDEA, PLAN AND PERSONAL CONNECTION.

Please use the help sheet attached to help you with writing the statement of intent. There are also multiple examples on Teams in FILES>COMPONENT ONE>STATEMENT OF INTENT.

[https://docs.google.com/document/d/1H7h7zsiOXgHNKHBbalO2VAwPA8CFX2Ui/edit?usp=drive\\_link&oid=105809419287731830840&rtpof=true&sd=true](https://docs.google.com/document/d/1H7h7zsiOXgHNKHBbalO2VAwPA8CFX2Ui/edit?usp=drive_link&oid=105809419287731830840&rtpof=true&sd=true)

#### TASK THREE: IDEA GENERATION

Idea Generation for a second outcome. When you return in September you will be finishing your branding work and beginning outcome 2 for your Component One.

1. Please complete a **moodboard**, tailored to the topic of your Component One and the direction you would like to go down next. Add this to the bottom of your sketchbook. On the moodboard write ideas for your next outcome.



## TASK FIVE: 1 STRETCH AND CHALLENGE ACTIVITY

Everyone should complete at least one of the following stretch and challenge tasks. Complete more if you are aiming for high grades. The 6 weeks is a great opportunity to develop lots of ideas.

### STRETCH AND CHALLENGE TASKS:

- Visit a second gallery, exhibition, store 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) For example, if you are creating a restaurant, you could visit cafes and restaurants – photograph the different elements on graphic design, inside and outside. Current local exhibitions/galleries:
  - The Hepworth Gallery – Wakefield
  - Impressions Gallery – Bradford
  - Sunny Bank Mills - Farsley
  - Leeds Art Gallery - Leeds
  - Cartwright Hall – Lister Park
  - Dean Clough Art Gallery – Halifax (they have some resident illustrators there too!)
  - 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/holiday.
- Complete copies from images on your moodboards or artist copies. Scan these in if on paper or add digital .jpegs.
- 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.
- Artist Research and Image Analysis

## COMPONENT ONE SO FAR CHECKLIST

*minimum expectations for sketchbook*

<b>TASK</b>	<b>TO INCLUDE</b>	<b>DONE?</b>
<i>Title page</i>	<i>Your chosen theme title – make visual.</i>	
<i>Idea Generation</i>	<i>Mindmap with ideas, artists, definitions and synonyms</i>	
<i>Idea Generation</i>	<i>Moodboard – must contain graphic design! <b>NOT</b> just random images!</i>	
<i>Idea Generation</i>	<b>OPTIONAL EXTENTION</b> – <i>Elemental moodboard: explore symbols, typography, colour schemes, aesthetics ect relating to your theme.</i>	
<i>Contextual Research</i>	<i>MINIMUM: Three pieces of contextual research around your theme to develop your idea. The more the better.</i>	
<i>Gallery Visit/Store Visit</i>	<i>Visit a local gallery or store. Take lots of photographs of the artwork and/or graphic design elements you see. Add contact sheet to your sketchbook and a write up about your visit and the ideas it has given you.</i>	
<i>Branding Moodboard</i>	<i>Moodboard of branding elements related to your theme – logos, patterns. Use pinterest <b>NOT</b> google.</i>	
<i>Branding Mindmap</i>	<i>Mindmap of ideas for branding – what could you create related to your theme? Name ideas for a brand? Concept ideas?</i>	
<i>Pentagram Case Study</i>	<i>Using Pentagram’s Archive, research and analyse the design of one of their projects. The project you pick should be closely related to the brand you intend to create. Eg. If your theme is music, look at record stores, record labels ect designed by Pentagram.</i>	
<i>Thumbnail Sketches x15</i>	<i>Logo sketches scanned in, with annotations.</i>	
<i>Type Experiments</i>	<i>A minimum of 20 type experiments in Illustrator. Experimenting with tracking, bold, italics, strokes ect. Add annotations.</i>	
<i>Logo Experiments</i>	<i>Minimum of 25 logo experiments in Illustrator. Use multiple artboards to refine. Add annotations.</i>	
<i>Logo Presentation</i>	<i>Artboard – white on black background, black on white background, black or white on coloured background. Coloured logo.</i>	
<i>Evaluation</i>	<i>Evaluation of final logo design presented in your sketchbook</i>	
<i>Statement of Intent</i>	<i>Use the helpsheet to write a statement of intent for your project. What is your project? What is it’s direction? What do you intend to do?</i>	
<i>Moodboard Outcome 1</i>	<i>Generate ideas for your next outcome with a moodboard and a mindmap.</i>	
<i>1x Contextual Research</i>	<i>At least 1 piece of contextual research to support your idea for outcome 1.</i>	
<i>Gallery/Store Visit</i>	<i>Visit a gallery, store or museum. Take lots of photographs. Write up your visit. Add contact sheets of your photos and include a moodboard analysis of at least 9 images from the trip.</i>	
<i>At least 1 Stretch and Challenge Task</i>	<i>Complete at least 1 stretch and challenge task.</i>	

*Sketchbook must be up to date before return in September.*

## MAIN IDEA

Explain the **MAIN IDEA(S)** for the development of your project

- **My chosen theme is...**

Explain in detail: what is it you want to explore in your project? What is the project about?!

- **I chose this theme because...**

Why did you choose this? What interested you about it and why? How is this project personal to you as a designer? What do you hope to show in your work?

- **My target audience is...**

Who is the artwork aimed at? What is its purpose? What will be the main message behind your work

## PLAN

Outline your **PLAN(S)** for the development of your work

- **I will use...**

What materials, mediums and imagery will you use during the project? Is there any skill you want to improve in? Will you create on the computer or by hand?

- **I will experiment with...**

What techniques will you use? Illustration? Photography? Digital Drawing? Printmaking? Animation? Typography? What computer programs will you need? What specialist equipment will you need?

- **I will produce...**

What do you hope to make? What will the outcomes be? How will you go about making these? How will you test it?

## CONTEXT

Describe the **CONTEXT** (influences, purposes and meanings) of your work

- **This project is personal to me because....**

Explain why this project is of particular interest to you. Be as personal and individual as you can.

- **My initial inspirations were...**

What research did you conduct? What background information have you researched and why? Did you visit an online gallery? Were you inspired by any of your research? Eg. Mood board, mind-map, techniques from a previous project, learning new skills.

- **The first artist/designer/designs that inspired me is...**

Talk about the type of artist, does their work follow a consistent style or genre? What medium do they use – is it traditional or digital design? What techniques do they use in their work?

- **They inspired me because...**

Talk about why you chose this artist/designer/design. Make links to the theme, medium, your own ideas, how do they influence your artistic direction for the project?

- **Another artist that inspired me is...**

If you have any more artists that you have researched during the project then talk about them! Why have they inspired you? How do they compare or contrast with the first artist or designer you looked at? Do they use a different medium, theme, type etc?

- **By exploring this theme, I hope to...**

Is there a message you are trying to convey? Graphic Design is art to communicate and message – what are you communicating? Did you pick this theme to develop your skills in a certain area? Is this theme personal to you?

# Evaluating your designs

Ensure you reflect on the designs you have created – this is crucial to develop your ideas further and meet the assessment objectives. Use the image analysis sheet and key terms sheet to show sophisticated and thorough understanding of visual language.

You should include the following:

1. **What was the intention of the piece? What were you aiming to create?** For example, why did you select this idea, media, image, composition, programme, layout? Is there a narrative behind your work? What were you trying to communicate? Is it personal to you – if so, how?
2. **What artists, art movements or cultures did you look at to inspire you?** What is the name of the artist that inspires you and how have they influence your design? For example: colour scheme, media, techniques, subject matter, typography.
3. **What materials did you use to create it?** Photoshop? Illustrator? Hand drawn with pencil? Paints? How have you adapted your work from the artists inspiration to make it your own? Do you feel you started to develop your own style?
4. **How did you get started on the design? Did you practice or experiment first?** Did you draw by hand? For example, did you experiment with different media, colour schemes, layouts, typography ect before settling on a final design?
5. **What design fundamentals did you use in the piece? Line, tone, colour, shape, balance ect?** Use the image analysis sheet to help you with this – analyse your own work! Where have you used the different design fundamentals?
6. **What skills did you learn/develop?** Did you learn anything new whilst creating the design? If so, what have you learnt more about? Was your intention to learn more about a specific technique/try it out?
7. **Are you happy with your final piece?** What worked well – list and explain 3 things in detail.

**Are there any elements you didn't like or would change?** Explain at least one thing you would change in detail. How would you change these in the future if you were to produce the artwork again or develop it? For example, will you continue to experiment with the same media or will you change the style you are working in? IS there a specific area in the design you wish you developed more?