# GRAPHIC COMMUNICATION

Scan for Specification

In this two-year A level, **you will be introduced to a** variety of approaches to **Graphic Design and Illustration**. You will have the opportunity to respond to a **range of creative design briefs** using both practical and digital techniques. This will allow you to create a varied and skillful body of work and prepare you for a successful future beyond MV.

## BEFORE YOU START

We have an Art shop on site where we sell most of the required art kit at prices lower than most suppliers, however, please ensure you have:

- Pencil
- Black fine liners – varied nib sizes
- Eraser
- Sharper
- Scissors

Find what each of these design terms mean – they will be useful when writing about your own and others design/illustration

- Typeface
- Hierarchy
- Serif
- Sans Serif
- Kerning
- Tracking
- Target Audience
- UX
- RGB
- CMYK
- Alignment

Task 1: Using 'pattern' create a 'negative space typography' illustration. Choose an appropriate short word or even your first name to complete your work.
Search for 'zentangle patterns' on the internet for inspiration.
Your negative space word should emerge from your chosen pattern (it should not have an outline). Varied strengths of line are needed so use media that will allow you to achieve strong heavy lines alongside soft delicate lines. You can choose to work in black & white or add colour when your pattern work is complete.
Work in an old sketchbook, not on lined or printer paper – your completed work should be no bigger than A5.
Use this example by designer Lex Wilson as a guide.
https://www.youtube.com/watch/?v=lqVsqVmrxrl

Task 2: On the right, is a list of designers who use typography in a creative manner. Choose your favourite 4 artists from the list and create one of the following words in their style: 'Font', 'Type' 'Text' and 'Caps'. Work no bigger than A5 for each word.



David Carson
Dencii Manayak
Viktor Koen
Jessie Ford
Alan Kitching
Kristen Roszkowski
Oscar Wilson
Craig Ward
Yulia Brodskaya
Steven Bonner
Rob Ryan

Letman & Gijs Frieling
Liz Kay
Natasha Molotkova
Neville Brody

Create a PowerPoint (or equivalent) on 'Book Jacket Design'. Present the fundamental aspects of what should be considered when designing the cover of a book. Use https://99designs.co.uk/blog/book-design/book-cover-design/ or similar websites to help you with your presentation.
To complete the presentation, find images of at least 4 different book jacket designs. Find images that include the front and back designs (dust flaps also useful, but not essential).
Write a brief opinion on each book jacket design found.

Log in or sign up to www.pinterest.co.uk
Create Pinterest boards for Typography design, Children's Character Illustration, Architecture Illustration and Food Illustrations. Pin any work that you like for the theme.

Graphic design has been listed as one of the most in-demand jobs in the UK, with businesses up and down the country looking to improve the design of their website, branding, UX and apps.
It is also a profession which is ever evolving, with lots of different specialisms to dip into, including illustration, typography, web design, advertising solutions, accessible design and heatmapping to name a few.
https://smallbusiness.co.uk/graphic-designer-2586213/
Look at this website for more info and opportunities for a career in the creative industry.