

## **A LEVEL Graphic Design**

Welcome to Turton Sixth Form College A Level Graphic Design. In preparation for your studies it is important to start familiarising yourself with the world of Graphic Design. **By engaging with the tasks below** you will begin to start considering what a broad subject this is and the many graphic styles that you could choose to influence your work over the course of 2 years. Research is usually the key to any successful project and we would like you to develop these skills in advance.

### **TASK 1**

#### **What is a Graphic Designer?**

The work of graphic designers is all around us, but what exactly is graphic design?

What does a graphic designer do? How do they do it?

Some of the leading names in graphic design which include Neville Brody, Morag Myerscough and Quentin Newark explain.

**Watch the 3 video clips in the link below:**

<https://www.designcouncil.org.uk/news-opinion/video-what-graphic-design/>

### **TASK 2**

The A Level Specification requires students to look closely at the work of other Designers. You must provide evidence that you have made links with other designers' work and developed ideas/ techniques from this experience into your own designs.

Below is a list of useful Graphic Designers that you should start to familiarise yourself with as they may feature in some of your work at A level. Pay particular attention to the lettering/ typographic styles used.

**PRODUCE a presentation/ research document about one of the designers below, include facts/ information/ quotes/ a photograph of the designer and images of their work.** You can copy & paste from the internet into a Word/ Publisher/Power Point document. **Consider the layout of your information & images make your research look good**

PAULA SCHER

NEVILLE BRODY

WHY NOT ASSOCIATES

TYPOFLAT

PETER SAVILLE

JONATHAN BARNBROOK

MIKE JOYCE/SWISSTED

SI SCOTT

IAN SWIFT (SWIFTY)

JULIAN HOUSE

### TASK 3

Your very first Year 12 Project will be to design a poster for **The British Music Experience exhibition in Liverpool** using **collage techniques**.

You can start your initial research for this project so that you hit the ground running when you begin year12.

#### Stage 1 Research

Visit the BME website and investigate about what is on offer/ displays/ exhibitions/images. <http://www.britishmusicexperience.com/>

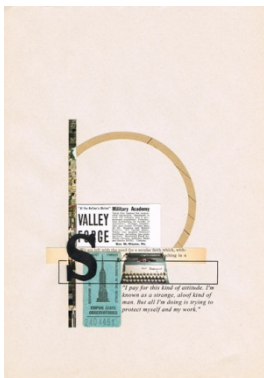
**PRODUCE a research document about the venue include facts/ information and images.** You can copy & paste from the internet into a Word/ Publisher/Power Point document. **Consider the layout of your information & images make your research look good**

#### Stage 2 Artistic Reference

Consider **one of the designers below: Produce a Research document.**

Collect images of their work, write bullet points/ ideas about their work-colour-materials-imagery-layout.

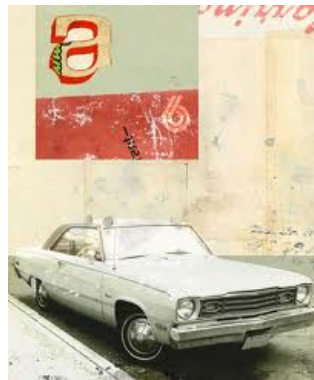
Nicola Starr



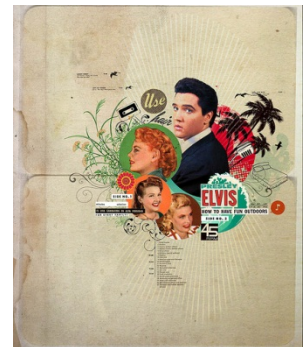
Cristina Couciero



Kareem Rizk



Rodrigo de Filippis



Others collage illustrators include

Martin O'Neill

Molokid

Colin Brown

Cless

José Ignacio Fernández

Greg Lamarche

Bill Zindel

#### Stage 3 Collection

Collect relevant materials from that you have identified in your research:

Labels, tickets, postage stamps, letters, packaging, magazines, newspapers etc. You can use this to collage with when you return to college.

## **TASK 4 GRAPHIC DESIGN: READING/RESEARCH/ RESOURCES**

You are encouraged to explore a wide range of resources to inspire your ideas and creative thinking for A Level and beyond. University courses will be interested in your broader knowledge about art and design aside from your A Level studies. **Make time to visit some of the websites mentioned below to see vast array of different approaches to design.**

### **Design and Art Direction**

(D&AD, formerly known as British **Design & Art Direction**) is a British educational charity which exists to promote excellence in **design** and advertising.

<http://www.dandad.org/>

### **In AIA's Inspirational Gallery**

A collection of amazing and inspirational Graphic Design examples by outstanding artists from all throughout the world

[http://artistsinspireartists.com/graphic\\_design/inspirational-gallery-72-graphic-design](http://artistsinspireartists.com/graphic_design/inspirational-gallery-72-graphic-design)

### **The Guardian**

<http://www.theguardian.com/artanddesign>

### **Eyeondesign/ AIGA**

[https://eyeondesign.aiga.org/category/design/graphic-design/#:post\\_75264](https://eyeondesign.aiga.org/category/design/graphic-design/#:post_75264)

### **Typetastingnews**

**Are you a graphic design student? Would you like to know more about the power of typefaces and how exciting typography can be?**

<https://typetastingnews.com/2015/09/28/typography-resources-for-graphic-design-students/>

### **itsnicethat**

For all things art, fashion, animation, design etc.

<http://www.itsnicethat.com/categories/graphic-design>

### **Pinterest**

For a vast range of visual inspiration **Pinterest** is a fantastic online scrapbooking tool to keep all your ideas and artistic reference in one place! Sign up and create endless "boards":

<https://uk.pinterest.com>

## **Art & Design**

For inspiration and both contemporary and traditional artistic reference you are advised to regularly visit art galleries as part of your A-Level studies. We are very lucky as there are a variety of galleries in the North West exhibiting well and lesser-known work of artists, designers, photographers and craftspeople:

<b>Manchester Art Gallery</b>	<a href="http://manchesterartgallery.org">http://manchesterartgallery.org</a>
<b>Whitworth Art Gallery, Manchester</b>	<a href="http://www.whitworth.manchester.ac.uk">http://www.whitworth.manchester.ac.uk</a>
<b>Artzu Gallery, Manchester</b>	<a href="https://www.artzu.co.uk">https://www.artzu.co.uk</a>
<b>HOME, Manchester</b>	<a href="https://homemcr.org">https://homemcr.org</a>
<b>Manchester Craft &amp; Design Centre</b>	<a href="http://www.craftanddesign.com">http://www.craftanddesign.com</a>
<b>Walker Art Gallery, Liverpool</b>	<a href="http://www.liverpoolmuseums.org.uk/walker">http://www.liverpoolmuseums.org.uk/walker</a>
<b>Tate, Liverpool</b>	<a href="http://www.tate.org.uk/visit/tate-liverpool">http://www.tate.org.uk/visit/tate-liverpool</a>

Other visual resources are available at:

<b>Saatchi Gallery, London</b>	<a href="http://www.saatchigallery.com">http://www.saatchigallery.com</a>
<b>Tate Britain</b>	<a href="http://www.tate.org.uk/visit/tate-britain">http://www.tate.org.uk/visit/tate-britain</a>
<b>Tate Modern</b>	<a href="http://www.tate.org.uk/visit/tate-modern">http://www.tate.org.uk/visit/tate-modern</a>
<b>National Gallery</b>	
<b>The Guardian: Art &amp; Design</b>	<a href="https://www.theguardian.com/artanddesign">https://www.theguardian.com/artanddesign</a>