

## **STEP UP WORK**

**Complete both Tasks 1 & 2 during the summer to prepare you for the Graphic Communication course. Work can be presented as you see fit - use either A4 or A3 but consider your presentation, layout and depth of annotation.**

**Bring all work back with you—the course is 100% coursework and all work will be submitted.**

## STEP UP WORK

### TASK 1: The Garden Centre

**The focus: The personality of type and its use in logo design. The mini-brief: Design a logo for a garden centre that includes type and graphic approach.**

Carry out the list of tasks below across as many sheets as you need in order to reach the final conclusion of your design:

- analyse existing logos. Collect a range of different logos that you feel have impact. Only one of these needs to be a garden centre one. You must describe typefaces (logos/fonts) and produce written annotations that describe the 'personality' of that typeface. Discuss how the typeface is used to communicate a feeling, emotion or message.
- Begin with some initial logo sketches, then take photographs that will help you continue with your theme/design. This might be images of flowers, leaves etc, but it might also be something completely unique and different. Copy one of the photographs, or an area of the photograph in detail in pencil. How can the photographs help you with your logo? Can you begin to stylise something from them (possibly a flower, a leaf?) and incorporate it into the design? Produce a range of initial logo sketches, then begin to narrow these down and develop one into a final design.
- produce a hand-rendered or digital final design and an evaluation of how your logo communicates the message the company wishes to convey to its clients. You could use software programs such as Photoshop and Illustrator, the free software Photopea, hand-rendered designs, editing of images and/or combinations of image and type, the use of colour and how graphic designers use it to create emotion, impact or association.

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### **TASK 2: Places of Interest**

#### **The focus: Illustration and typography**

#### **The brief: Design a poster to advertise a local place of interest.**

Carry out the list of tasks below across as many sheets as you need in order to reach the final conclusion of your design:

- You must investigate and analyse a poster designer through written analysis and visual interpretation (copy the work) using a variety of materials. Consider intended audience and the ways in which the graphics are used to communicate ideas, information and capture the mood of a place of interest. Designers you could look at include:
  - David McClure
  - Tabitha Mary
  - Steve Robinsons National Trust posters
  - Simon Andrew National Trust posters
  - Or look at [jayce-o.blogspot.com/2012/10/50-awesome-poster-designs-for.html](http://jayce-o.blogspot.com/2012/10/50-awesome-poster-designs-for.html)
- Consider suitable locations for the poster, perhaps in the form of a mind map and in the development of an increasingly personal and independent creative journey. Visit potential locations to collect primary research and produce relevant drawings, sketches photographs and written notes.

**BRING ALL WORK TO YOUR FIRST GRAPHICS LESSON IN SEPTEMBER.**

**ALL OF THE WORK WILL COUNT TOWARDS YOUR FIRST ASSESSMENT.**