Beckfoot School

Art & Design: GRAPHIC COMMUNICATION (OCR)

Reading list

- **Designing Brand Identity** by Alina Wheeler
- **Type: A Visual History of Typefaces and Graphic Styles** by Cees W De Jong
- **Stationary Design Now!** By Julius Wiedemann

Useful websites

- https://www.studentartguide.com/

Films and documentaries to watch

- Watch the following Ted Talk **"Wake up & smell the fonts" by Sarah Hyndman**. *(https://youtu.be/OXc-VZ4Vwbo)*
- A selection of Art documentaries on BBC iPlayer. E.g. "Becoming Matisse"
- A selection of Youtube Photoshop tutorial videos for Intermediates/Professionals

Transition tasks

- See next page

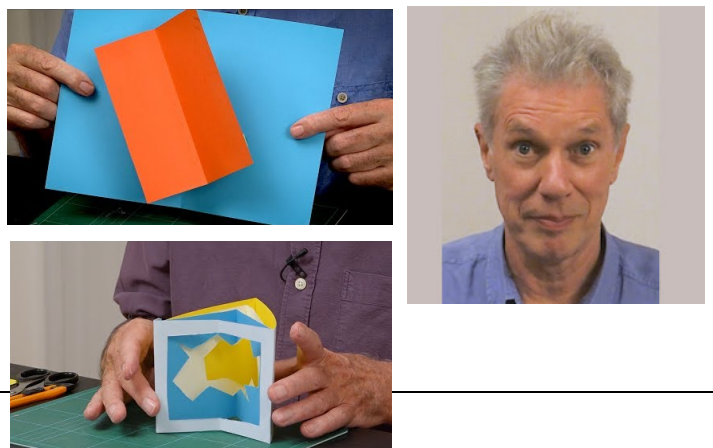|	
1. Gather a collection of images showing typography designs which explore composition and imagery on **Pinterest**. Create a board for this. Start by looking at the typographic theatre posters of **Vincent Perrottet** and gather other visual imagery linked to his work.	
2. Use the Remote Desktop link via the schools homepage to access Adobe Photoshop. Produce 2 artist research sheets on the following artists: **Vincent Perrottet** (Theatre Posters), **Paul Johnson** (Pop-up Boons) *Top Tips:* • *Use Google search tools to filter high resolution images of relevant work* • *Add annotations which include your opinion on the artist's work, a succinct paragraph of biographical information and artist quotes (if applicable)* • *Your layout must be clear with even margins and borders*	
3. **PERSONAL HISTORIES BRIEF** – To prepare for your first project you MUST collect a range of tangible evidence which captures your PERSONAL HISTORY. Think about your personal timeline from birth to today. This can include the following: **Photographs, diaries, journals, poems, drawings, documents, maps, objects etc** Please bring these to your first Graphics lesson. *Top Tips:* • *Try organising your collection firstly by using a file or small boxes. Next, use colour or rough dates (years) to sort these chronologically.*	
4. **The Pop-Up Channel on Youtube** features a collection of over 50 tutorial videos explaining how to create pop-ups. This comprehensive pop-up course begins with a beginner's friendly introduction and gets progressively challenging. Watch all 57 videos featured on the course and produce a collection of playful pop-ups in response. You can use symbolism from a personal hobby or interest to personalise these i.e. sports, video games, food, culture etc. This work will feed directly	

into your Typography Book project which will conclude in the design and production of a pop-up book. This is a perfect opportunity to enhance your skills in preparation.

Top Tips:
- *Be resourceful. You will need paper/card, scissors, a dried up biro, craft knife and cutting mat.*
- *Watch the video tutorials in stages and pause often so that you can try the technique before moving on.*
- *Take photos of the making process*

5. Electronic Greetings card for a friend or relative's birthday

Use the Remote Desktop link via the schools homepage to access Adobe Photoshop or use drawing materials to access this task. Design and create a greetings card for a relative or friend.

Top Tips:
- *Consider doing some quick research online to develop and find a stylistic approach.*
- *Use the pen tool (Photoshop) to illustrate imagery and symbolism.*
- *Think carefully about composition and try to link the style of the typography to your theme*
- *Have the target audience in mind. Think carefully about what they will find appealing i.e. humour, sport, etc.*

6. Business Card

Some Graphics designers work as freelancers and use Business cards to advertise their service to clients. Use Photoshop or sketching to design your very own business card which features your personal logo and contact details. Include a short, concise overview of what you can offer your potential clients. Remember this will form part of your clients' first impressions. Make sure it is professional!

Top Tips:
- *Consider doing some quick research online to develop and find a stylistic approach.*
- *Use the pen tool (Photoshop) to illustrate imagery and symbolism.*
- *Think carefully about composition and try to link the style of the typography to your theme*
- *Have the target audience in mind.*
- *Limit your colour palette.*
- *Remember less is more in modern design.*

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7. Music Festival Posters

Sketching is a vital tool for any aspiring graphics designer. Use a pencil or pen to sketch and design 2 music festival posters featuring 2 different genres of music. You may need to do some research into the associated imagery and symbolism linked to your chosen music before making a start. Consider incorporating stylistic qualities of a designer or artists' work you like i.e. Justin Maller, Martin Sati, Shepard Fairey etc.

Top Tips:
- *Consider doing some quick research online to develop and find a stylistic approach.*
- *Use the pen tool (Photoshop) to illustrate imagery and symbolism.*
- *Think carefully about composition and try to link the style of the typography to your theme*
- *Have the target audience in mind.*
- *Limit your colour palette.*
- *Consider rotating or having your typography positioned at an angle to make the eye travel through the piece.*