

A-LEVEL Graphic Communication – TYPOGRAPHY BOOK

Typography is fundamental to effective Graphic Communication. This is explored in Sarah Hyndman's Ted Talk "Wake up & smell the fonts". Typography is also a key feature in the work of French Graphics designer Vincent Perrottet. Through his poster series which advertise the French Theatre of Auxerre, Vincent, fuses imagery with typography. His designs evidence fonts working in perfect harmony with imagery through the implementation of diverse approaches to composition. His work is vibrant, lively and evocative of the performances taking place at the Theatre. In addition to typography, this brief also asks that you explore Personal Histories as a theme. Given that this is a culturally rich and stimulating aspect of one's existence, Personal Histories has been featured in the works of many artists such as Peter Blake, Frida Kahlo and Stephanie Ledoux.

*Investigate relevant sources to produce a concertina pop-up book which communicates your very own personal history. Your outcomes will include **Project Folder(s), Concertina Pop-up Book & Timeline Mountboard.***

WEEK		AO1 - Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.	AO2 - Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops.	AO3 - Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress.	AO4 - Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.
1-2	Statement of Intent				
	Mind Map (Personal History Timeline)				
	Visual Research Sheet				
	Research sheets on: Vincent Perrottet (Theatre of Auxerre posters) Paul Johnson (Pop-Up Books) A 3rd technique based artist informed by personal history collection.				
	Workshop 1 & 2 Pop-up book (maquette)				
	Photograph pop up maquettes- 1 contact sheet per maquette.				
3-4	Produce studies for each of the above: 1. Vincent Perrottet - Produce a digital poster for either a performance taking place at The Alhambra Theatre OR for a movie showing at the Science & Media Museum (Gather screenshots of making process) 2. Paul Johnson - Produce a paper/card model of a concertina book with functional pop-ups (Gather photos of making process)				
	Use screenshots & photos to review your studies				
5-6	Research sheet on Scrapbook Timeline Ideas. In Google images search: "scrapbook for timeline"				
	Scan and present your summer collection which visually illustrates your Personal History				
	Use the above to produce a double page spread on your "Personal History Timeline" – Include imagery, maps, typography and relevant documents. Workshop 3 Pen Tool				
7-8	Research sheet on Typography Concertina Books (Include timeline examples)				
	Additional research sheet on chosen technique-based artist and/or linked to theme.				
	Workshop 4 & 5 Concertina book (maquette)				
9	Produce a research sheet on suitable fonts.				
	Produce a font sheet evidencing experimentation using layer styles Workshop 6 Photoshop Layer Styles				
10	Produce 3 annotated sketches in pencil for your book				
11-14	Design and make your book – record screenshots and photos				

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15 Xmas	Review your outcomes				
	Produce a timeline for your project and present your outcome on an A1 mount board with a supporting evaluation.				