

Graphic Communication

**BTEC Level 3 National Extended Certificate in Art and Design
(Graphics) (1 A Level)**

**BTEC Level 3 National Diploma in Art and Design (Graphics)
(2 A Levels)**

**Kimberley College
Year 11 to 12 Bridging Project 2022**

Welcome prospective Graphic Design students.

To prepare you for the course in September this project will give you the opportunity to start developing lots of creative designs and ideas based on a theme. Like the course, the project is very open to give you the opportunity to develop a range of work in your own style, choosing ways of working that you enjoy.

Try to challenge yourself to experiment with media and materials that you have not used much before, while showing the skills you have already learnt.

Use this project to show us what you can do and how you like to work and we look forward to seeing you in September.

Independent Induction Project Level 3 BTEC Graphic Communication

In order to prepare you for the start of your Level 3 BTEC Graphic Design course we are asking you to prepare and create an independent creative project.

The level 3 graphics course is designed to help you develop your creative thinking as well as experimenting and developing skills using a wide range of practical drawing, design and digital skills. It is really important to develop your creative skills by constantly developing and experimenting with lots of interesting and creative ideas and realising those ideas into a range of different and imaginative design work.

We would like you to buy yourself an A3 cartridge paper sketchbook, or if you prefer to work more loosely, buy yourself a ream of A3 cartridge paper and a folder to keep all of your work in.

One of the first projects you will be working on in September is based on experimenting with a wide range of graphical materials, techniques and processes that will develop into creating a range of producing promotional products for a brand or product.

In preparation for this project, we would like you to research the many different ways in which design and advertising agencies have used promotional material to market 'sell their product, or brand' and make money. Look at displays, merchandise, posters, apps, games, clothing and adverts. Try to find a wide range of different examples of this for a range of different products and find out information about how the promotional material was successful.

Then choose a successful brand (beverages, food, perfume, TV show, film or anything else you can think of) and create a wide range of designs of promotional material for that brand. Try to be really creative and experiments with a wide range of different media and materials to create your designs and artwork.

Level 3 BTEC Graphics: Task 1

A list of tasks to complete are one the following pages. Each time you complete a task, you can email us (kmccracken@wootton.beds.sch.uk, or afink@wootton.beds.sch.uk) for feedback to improve or help if you need it.

Research design and marketing of products:

- Research and discuss a wide range of different examples of;
 - a) In store displays for promotions of different types of products, shows or films
 - b) packaging
 - c) Tie-in merchandising (items, toys, fashion etc) relating to the product
 - d) Interactive websites / games / apps
 - e) Adverts poster or TV
 - f) Slogans

The purpose of this task is to understand a range of different ways something can be promoted to the public to create interest and hype.

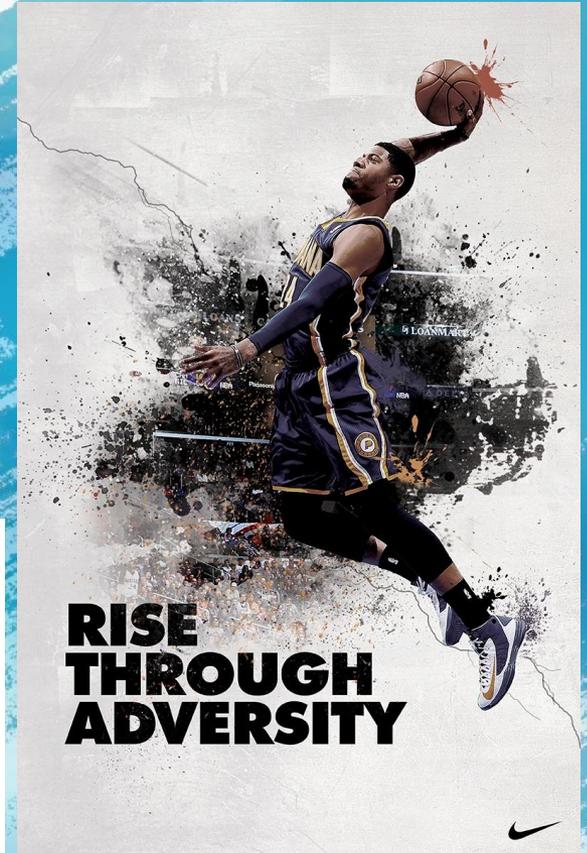
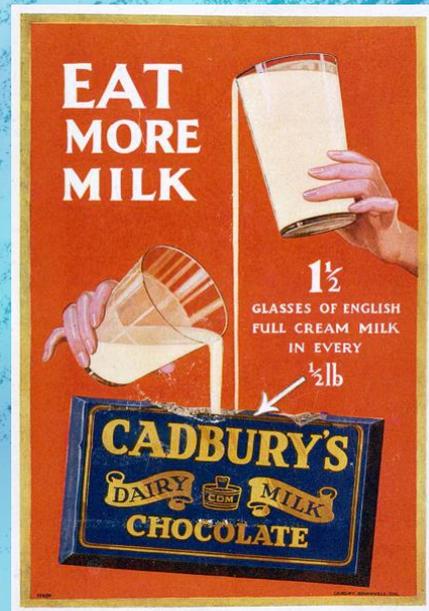
Possible brands to research; Coca cola, Guinness, Apple, Nike, Cadbury, Amazon, Heinz, Andrex, Disney, Marvel, Harry Potter, Star Wars, McDonalds, Barbie, Dominoes

Present your work in the form of mood-boards with lots of images and notes explaining your research and ideas.

Examples of successful advertising campaigns



iPhone X
Say hello to the future.



Level 3 BTEC Graphics: Task 2

Choose a product, brand or franchise that you would like to focus on for this small project.

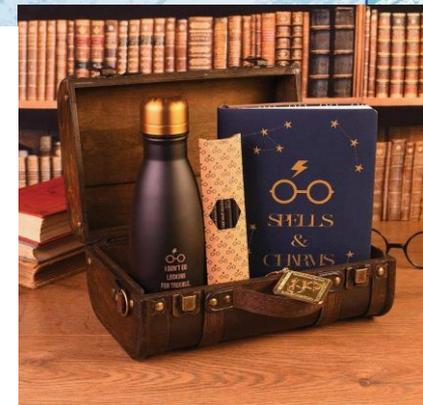
Create an ideas page or mood-board of the chosen product. Try to find images and information from a wide range of sources. This could be a collage of images and information, make sure you annotate your images with potential ideas.



Level 3 BTEC Graphics: Task 3

Create a wide range of; drawings, illustrations, designs, artwork, pieces of graphics, photography, animations, etc that could be used and developed to promote your product, brand or franchise.

Use a wide range of media and materials and be really creative with your designs and ideas.



Level 3 BTEC Graphics: Task 4

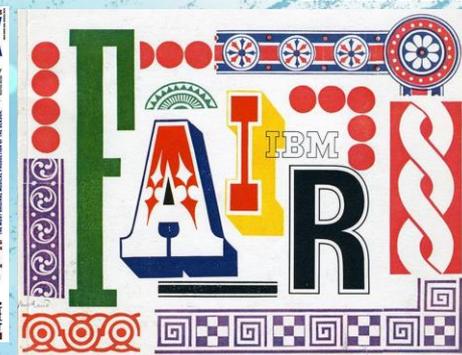
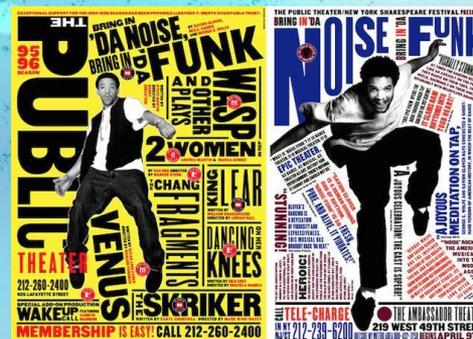
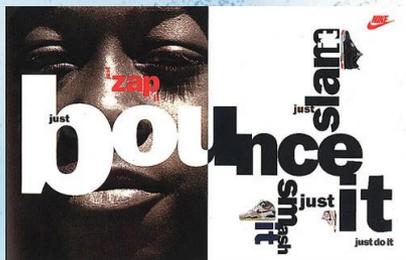


One of the key things in every project is to look at other artists work, research and analyse, then generate ideas which could be developed through the coming weeks and months.

We would like you to then research and analyse the work of a range of the following designers, then to use the designer's styles and ideas to inspire some of your own artwork.

David Carson, Paula Scher, Paul Rand, Neville Brody, Stefan Sagmeister, Chip Kidd, Peter Blake, WPAP Art, Design Duo Craig and Karl.

Create an A3 presentation pages for each designer (Complete at least 4 designer research pages, try to do more if you can). This can be done digitally or by hand.



Level 3 BTEC Graphics: Task 4 -Analysing Designers' work

Make sure all research is written/typed in your own words and you analyse the artwork by explaining all of the following points;

- Explain what you think the design is about.
- What do you think the designer was trying to communicate and why you think that?
- Explain how the colour-scheme has been used to convey the message and create a mood or feeling.
- Explain how the designer has used text/image/photo/drawing to create the image.
- Discuss why the designer used the media he/she used.
- Describe the compositions of some of the design-work and what effect it has on the overall design.
- Who do you think the design work is aimed at (target Audience) and why do you think that?
- What do you like about the design work and why?
- How might this designer inspire your own design work?

With the presentation of your research pages, try to reflect the style of the designers work to make your pages look more interesting.

Level 3 BTEC Graphics: Task 5 How do you plan composition?

Identify which designer you would like to work in the style of or be inspired by for this design, create a range sketches of design ideas. Consider different compositions to make the layout more exciting.

If you are unsure about how to plan exciting composition, research the following composition rules;

Rule of Thirds (dividing the page into 3rds)

Rule of Odds and Evens (3 objects looks better than 4 in a composition)

Rule of Balance (Larger objects balanced by smaller objects in the background)

Rule of Symmetry (symmetrical composition)

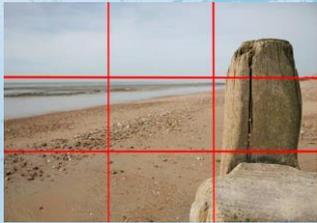
Rule of Diagonal Lines (subject matter on a diagonal line)

Rule of Curves (subject matter follows a curve)

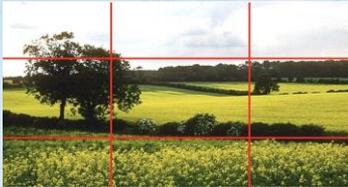
Research these rules of composition to understand them, then use the rules to create interesting and dynamic page layouts. Be really creative and experiment.

Don't forget to plan carefully your colour-scheme. Research the theory of colour and consider how different colour combinations create very different feels and outcomes. Make sure you annotate each design.

Level 3 BTEC Graphics Task 5 -How do you plan composition?



Rule of Thirds



**The Rule Of
Odd and Even**



**Balance &
Symmetry**



**Rule of
Balance**



**Diagonal
Lines**



Curved Lines



Level 3 BTEC Graphics: Task 6 -Produce a range of final outcomes

Then Create the final design. Use any media you like but experiment with lots of different materials as much as possible throughout this project. Try to think about the media that the designer used but you don't have to use the same.

You should aim to create a range of different creative design work, using and experimenting with different media in different ways.

With your design-work, try not to stick to just one way of working and one media. With all of your projects, the experimentation work, using a wide range of different media and materials in different ways to create designs and ideas is key ... lots of materials and techniques must be experimented with in different and creative ways will help you develop and improve your skills and ultimately produce better and more interesting artwork.

We would recommend you use Pinterest to give you lots of creative ideas as well as watching a wide range of YouTube tutorials on how to use different materials and digital design programs.

Level 3 BTEC Graphics

Have fun with your work and be creative.

We look forward to seeing you in September.

Kelly McCracken and Andrew Fink