

Course Start

Course Start is independent learning you need to complete as a fundamental part of your introduction to the course. It should take you approximately 5 hours to complete.

Course Name	GRAPHIC DESIGN A LEVEL
How this Course Start fits into the first term of the course	In the first term, we explore composition using our own images and practise the key design principles. There is an emphasis on working with primary sources so that's why we always start each project by taking our own photographs to work from.
How will my Course Start learning be used in lessons?	In week one, these photographs will be used for practical experimentation.
Course Start learning objectives	• To appreciate the impact of lighting and composition on photography • To understand the importance of being selective when choosing source imagery • To critically evaluate the work of other artists / designers and historical and contemporary sources
Study Skills	Observational skills - looking and making judgements in a creative way Selecting inspiring images - appreciating why one image is better than the other Lighting and composition - use of angles, perspective, colour etc. Analytical and communication skills - interpreting and understanding artists / designers work and expressing ideas in words Technical skills - using a camera or camera phone IT and organisational - saving and uploading files in the correct place

Expectations for: GRAPHIC DESIGN

Our specification is:

[AQA A-Level Art and Design: Graphic Communication](#)

What this course involves
Completing Planned Study (independent learning) of 5 hours per week.
Completing a coursework project worth 60% and an externally set assignment for the remainder 40%
A variety of projects in the first year which involves branding, advertising and packaging including a live brief working with a client.
Developing your own project theme in an area that personally interests you.
Developing a wide range of graphic design skills using both handmade and digital materials, techniques and processes.
Exploring type, image, colour and layout through a series of fun practical tasks developing your confidence and creativity.
Creating outcomes including type design, illustration, magazine layout, packaging, poster design and even motion graphics.
Learning how to use Adobe Photoshop and Illustrator through tutorials and workshops
Exploring the work of other artists and designers, critically evaluating and responding to various design styles and movements in order to develop your own creative ways of working.

FLYING START GRAPHIC DESIGN

To be completed by your first lesson in September

TASK 1: TAKE PHOTOGRAPHS

Take 24 photographs of interesting things. You could photograph people, places, objects in and around Brighton or in your own home/garden. You have the freedom to photograph whatever interests you, but you must make sure that your photographs are:

- **VISUALLY EXCITING**
- **IN GOOD LIGHTING CONDITIONS**
- **IN FOCUS, NOT BLURRY**

These photographs are of hands taken with a torch, experimenting with light and shadows. This makes the photoshoot interesting.

What can you photograph that is **visually interesting**?



> And, save your photographs

Save your photographs as **JPEG files** onto a USB stick or google drive / one drive etc. so that you are ready to use them in Photoshop for the first project in September. Don't leave them waiting on your mobile phone – they must be transferred to USB or google drive before the lesson and they must be in JPEG format so we can print them in class.

TASK 2: ANALYSIS OF POSTER

Select a poster from this weblink or choose your own poster:

[50+ Graphic Design Posters That Will Blow Your Mind](#)

> Analyse your chosen poster

Write a short analysis of your chosen poster. Here are some bullet points to help you structure your writing:

- What is the poster trying to communicate or sell?
- How effective is the message in the poster?
- What is the target audience? Do you think it reaches the target audience successfully?
- How effective is the colour scheme? Is it warm, cold, neutral? Do the colours work well together? What are your thoughts?
- How successful is the layout of any text and images in the poster? Is it well-balanced, easy to read or too busy? What are your thoughts?

- What is the overall mood of the poster? Is it happy, uplifting, or serious? Does this help to attract the audience?
- How would you redesign the poster?
- Any other thoughts and opinions you have of your poster.

We expect to see a minimum of an A4 page of writing. Please type up your analysis and include a copy of your chosen poster ready to print in September.