

Preparing for Year 12 – A Level Graphic Communication - Summer Assignment

The fundamental purpose of design is to communicate a message, idea or action.

“Design is Thinking Made Visual.” Saul Bass

What does this statement mean to you?

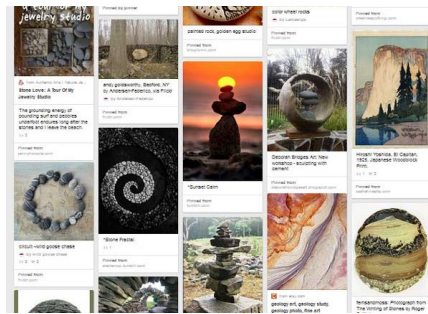
In September your overall theme will be THE ELEMENTS - Earth Air Fire Water.

The main aim of the brief you will receive is to produce a range of 2D, 3D or motion graphic experiments and responses inspired by the elements and incorporate them into brand ideas for a product or service.

Complete the following tasks over the summer holidays for your A Level Graphic Communication studies course. You should bring all your research and work to your first lesson in September.

Research task

1. **Gather Sources of inspiration:** Start to collect images and examples of good design related to your themes (Earth, Wind, Fire, Water) and build up ‘inspiration pages’ in your sketchbook. It may be that you just collect any images that interest you at this stage. They do not all need to have the same theme.



Creative task

2. **Experiment with materials (A02):** You need to construct an alphabet from your environment! Include all letters from A to Z and numbers 0 to 9. Present your alphabet on 2 sheets of A3 paper.
Use a variety of techniques: Take rubbings from objects, take photographs, collage from food labels, newspapers and magazines. How about baking a letter shaped biscuit or photograph (or even a print?!!) your alphabet spaghetti at lunchtime? Whatever you choose to do, it's a great chance to get creative!

Photography task

3. **Photographic observation (AO3):** You need to start to make observations based on your theme using a camera initially.

You will need to bring at least 20 carefully considered digital images of the following:

Your favourite non-alcoholic drink

Your favourite Food

Your aftershave/perfume/deodorant

An item of clothing,

A sports item

or collect relevant textures to do with Earth, Wind, Fire or Water.



You might have to shoot 100 images and then select the best 20! Bring them to your first lesson in September on a memory stick.

Photographs should explore your understanding of lighting, composition, viewpoint, focus, angle and composition. Get creative even if the subject is just a deodorant!

4. **Gather resources:** Order a sketchbook from the Art department and we will put it on Reception for you to collect. A3 sketchbooks work best for A Level. It would be a good idea to start building up your own collection of art materials such as quality pencils, markers, paints etc.

Checklist to bring to your first lesson in September:

- Sketchbook (I like A3 or A4 if you prefer – Order from the Art technicians)
- Inspiration pages
- Materials experiment alphabet (No more than three sides of A3)
- At least 20 'considered' digital photographs (taken by you)

I look forward to seeing you (and your holiday tasks) in September. Have a fun, productive Summer!

Mr A Woodward