



**Graphic Design and Visual
Communication**
Applicant Study Pack

Description of course:

Graphic Design Level 3 Extended Diploma is a highly creative course, equivalent to 3 full A-levels. It allows you to gain and develop the creative skills, abilities and understanding needed to succeed as a creative professional.

If you have work from GCSE Art or skills demonstrated in another creative GCSE you will be able to use and build on these during the course. You will learn how to be creative as you develop drawing and traditional art skills as well as relevant digital skills such as Photoshop, Illustrator and more. An understanding of typography, graphic designers, artists, illustrators and other creative professionals will be core to your creative journey as will developing an awareness of trends, cultural events and movements. Written and verbal communication, presentation and organisation, correct terminology, designer's tricks and progression pathways will all boost your future potential.

Above all you should have an interest in being creative, in analysing the work of others and have a desire to produce designs of your own.

This is a 2 year course that features intensive skills building and assessment via multiple creative projects. You will learn lots of different 2D, 3D and digital skills, use a wide variety of materials and processes as well as learn how to analyse the work of others, produce effective work in response to a brief as well as how to be more creative. Year 2 is more self-guided, allowing you to target your work towards your chosen progression destination.

College resources include digital rooms with high spec computers, art studios, a well-stocked library, the latest Adobe software, art equipment, a photography studio and dark room as well as cameras, graphics tablets and more available for you to borrow. We also expect you to have a few pieces of equipment as part of a basic kit including drawing pencils, fine liners and file storage.

Prior to starting the course, you could set up an Adobe account (adobe.com/uk) and download trial versions of Photoshop and Illustrator. If you have used these before you can use them when completing some of the Creative Challenges below. If you haven't used this software before, check out YouTube for some intro tutorials to get familiar with the interface and tools and develop some digital skills prior to starting in September.

Task One

Artist Research and Response

Part 1A: Check out the creative professionals in the list below and pick your favourite.

Paula Scher - David Carson - Paul Rand - Milton Glaser - Saul Bass - Peter Savil
Herb Lubalin - Tom Whalen - Jesse LeDoux - Claudine O'Sullivan - Nadia Flower
Jörn Kaspuhl - Tyler Stout - Craig Redman - Markus Magnusson - Oscar Wilson
Shepard Fairey - Evan Hecox - Alan Fletcher - Jessica Walsh - Steven Harrington
Lauren Hom - Luke Choice - Rob Lowe - Marta Veludo - Kate Moross - Mike Kus
Alexander Rodchenko - Susan Kare - Neville Brody - Morag Myerscough
Will Bryant - Noma Bar - Llew Mejjia - Mr Doodle - Michael Craig Martin Katie Scott -
Craig Ward - Stephan Bucher - Julian Opie - Keith Haring

Once you have a favourite, create a research sheet/slide/page on that person. This should contain a bit of info about them, examples of their work (pictures) plus comment on their style, materials and/or techniques. You should also add personal comments about why you like their work, what interests you about it, why you picked them as well as any creative ideas it may be giving you.

Part 1B: Now create something in their style. This could be an illustration, advert, logo, animation, font, poster, t-shirt, edited image, magazine cover, app, etc. You should be able to see a visual connection between the research example you chose and the thing you have chosen to make. This may be from you using the same colours or shapes, trying to replicate the same textures or effects, etc.

Task Two

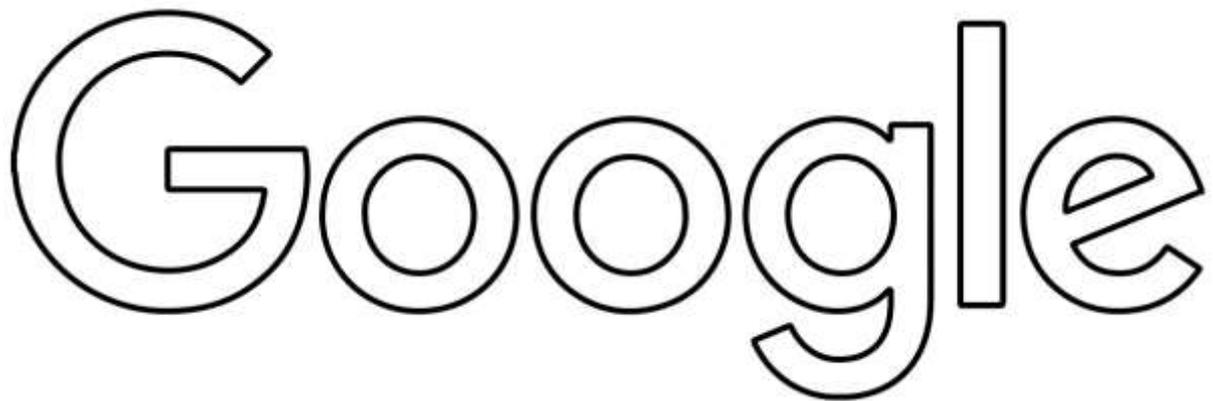
Google Doodle

A Google Doodle is when Google looks different. This is usually for a certain event or to celebrate someone special. Examples can be seen online here [google.com/doodles](https://www.google.com/doodles) where you can search for specific Doodles or scroll through and check out Doodles from around the world.

Part 2A: Pick an event or person that would be suitable for a Google Doodle and come up with a few different ideas first. For this part we'd like you to sketch out your ideas on paper. You may want to research the event or person a bit more so you can work out how to represent them in a Doodle. Aim for at least 3 different sketches as you test your ideas.

Don't worry about colour or how neat your work is at this stage. Your ideas are the most important part. You may want to add some comments or notes around your sketches to help explain your ideas and connect them to the event or person.

Part 2B: Create a final Doodle. You can use your choice of materials, processes and techniques for the final Doodle but it should be bigger, neater and more considered than the sketches. You can add colour and more detail as you try to create something that represents this event or person. Think carefully at this stage. You may even want to produce another sketch as you plan out your final Doodle so it is more successful.



What next?

- Visit our website – www.clarendon.ac.uk for more information.
- Attend our New Students Day.
- Make it official, join us for enrolment in August. Letters will be sent to all applicants at the end of July with more details.