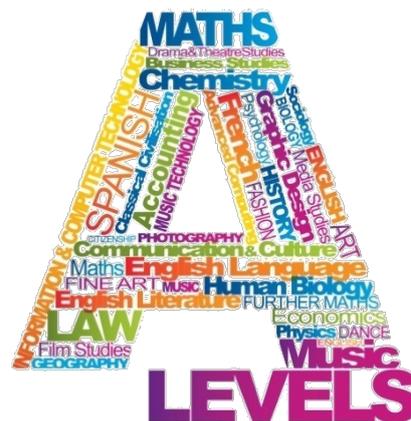


# GCSE to A LEVEL Transition Project



Name:

Subject: A Level Graphic Design

The purpose of this A Level Transition project is to introduce you to studying this subject at A Level standard. You will need to complete 10 hours of study on each subject every week, 4½ in class with your teacher and the rest as independent learning. Therefore, it is important that you enjoy this subject and that you start to practice your study skills as early as possible. Some subjects have significant maths content (for example business, psychology, economics); others require strong essay writing skills (for example history, English). Think about the study skills and underpinning knowledge you will require in this subject - not just the title.

If after completing this project you think this may not be your ideal choice, you can ask to transfer to another subject at the start of term, as long as you have the entry requirements and it fits alongside your other choices on the A Level Matrix (timetable). If you do decide to change subject, you will be required to complete the transition project for your new choice too.

This is also your first taste of Flipped Learning and elements will be used within your first week of lessons.

Please ensure your name, student number and subject are clearly noted on each page and bring it with you to hand in at Enrolment.

We hope you enjoy this project as you start your A Level journey.

Have a good summer and we look forward to seeing you in September.



A Level Graphic Design  
Summer Project

Congratulations on being accepted onto A-Level Graphic Design, the course team will do everything in our power to make the course exciting and get you the best grade possible, and also potentially prepare you for a career in the creative industries.



In preparation for September and evidence for Unit One, we have a summer assignment for you to complete, based on branding of a company and in particular packaging design.

Tasks:

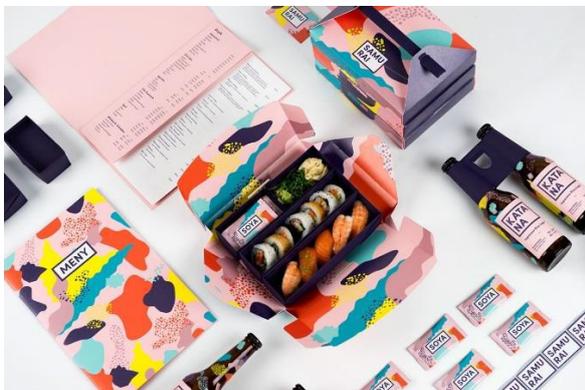
- 1) Research a wide range of companies and products that catch your eye, everything from businesses who sell technology and clothing, through to food and cosmetics.
- 2) Collect examples (both online and real) of graphic elements such as logos, packaging, posters, advert, etc. of those companies.
- 3) Now focus-in on one company and create a brand case-study which involves looking at all aspects of your chosen brand's identity including: online, advertising, logo, packaging and other promotional material.
- 4) The next step is to undertake back-ground research on how the brand was initially created, what is the history and background. How has the brand and logo evolved? Have they been around for years or are they a new start-up company? That information can be found on their website.



- 5) The aim next is to unpick the designs of your chosen company and all the elements behind the designs, such as:
- The look and feel of the brand, who is it aimed at? Who would buy or use this product (known as: target audience).
  - What market do they serve? Luxury, economy or niche?
  - What design elements do they use: colours, typeface, patterns, textures, composition, etc.
  - The brand icon/logo, what is it and how it is used?



- 6) Write a paragraph to define what the brand means to you and to the audience, also how it affects you (and your family/friends) in your daily life.



- 7) Finally, use a camera as a way of recording brands and brand identities in your environment such as: around your town, in shops, travelling, holidays, etc. The aim is to look for patterns, surface textures, shapes, colours, close-up detail, of shop front. Print-off a minimum of 20 pictures in colour and stick-in your sketchbook.



- 8) Sort-out general digital materials to help you be successful from day one and improve your grade profiles. First of all, a powerful enough Laptop, P.C or Mac to run Adobe Software. Also, you'll need Photoshop CS4 or above (Education discount of up to 65% if you follow this link and register: [www.adobe.com/uk/education.edu](http://www.adobe.com/uk/education.edu)). Download a free trial of Photoshop first to check if your computer can run the program successfully, and make the most of online tutorials and Adobe tutorials to support you over the summer.
- 9) Download Adobe apps such as: Capture, Brushes, Sketch, Draw & Ideas. You will also need the following book to support you over the two years, so search on Amazon: **Brilliant Photoshop CS6 (or CC) by Steve Johnson (AS & A2 essential book)**
- 10) Gather a range of art materials needed for the course: USB STICKS, pencils, rubbers, fine liner pens, watercolour or acrylics, brushes, felt pens, cartridge paper, coloured pencils, etc... You will purchase an art kit at the beginning of the academic year and this will contain the basics however it is your responsibility to always be equipped at college.

This assignment will be marked on the depth, breadth, clarity of communication and quality of your creative responses. You can expect the assignment to be marked and returned to you within two weeks of handing in.	
Items required for submission	1. <b>Companies and products research</b> , written in your own words. Company names, products of the company, facts or features of the company, the reason each company has caught your eye. These can be word processed or hand written and stuck into your sketchbook.
	2. <b>Examples of graphic elements</b> such as logo's, packaging, posters, advert, etc. of those companies. These should be stuck into your sketchbook.
	3. (3,4,5,6) <b>Brand case-study</b> , written in your own words to be submitted at enrolment. Minimum word count: 200
	7. <b>20 of your best photos</b> , printed in colour stuck and into your sketchbook.
<b>Written brand case study</b> to be handed in at enrolment clearly marked with your name.	Minimum 1 A4 page and no more than 2 A4 pages
<b>Sketchbook</b> to be submitted at enrolment, clearly marked with your name.	Submitted at enrolment.

Have a great summer and the A-levels start the week beginning Monday 2<sup>nd</sup> September

Regards,

The A-level Graphics team

