

## Getting Ready For *Graphic Communication*

Your Name		
A Level Graphic Communication	Identity	AQA

**We are delighted you have chosen to study Graphic Communication at Haywards Heath College.**

**Instructions:** This pack will help you make the best possible start to studying this subject.

The tasks in this pack:

- should take you **about 4 hours to complete**.
- should be complete and made available ready for teaching which starts **from 12<sup>th</sup> September 2022**
- are also available on the internet – follow the links in the document.

**If you need help:** The tasks are designed to get a bit more difficult as you work through them as they are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email us at [info@haywardsheath.ac.uk](mailto:info@haywardsheath.ac.uk) telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.

### **Project 0 – IDENTITY**

The first project that you will do during A-Level Graphic Communication will look at your identity. We will explore artists such as CINDY SHERMAN, TOM KEELAN, JACK SACHS and SAM TAYLOR. We intend to look at the aspects of your life that make you...you. This will explore your appearance, the place you live, the things you own and your online presence.

For your summer project we wish for you to prepare for this project by completing some simple tasks. The work from these you should bring to your first lesson, as it will be used in your sketchbook.

**All of the work overleaf will be submitted digitally - there is no need to present work at this stage in a sketchbook. Save all work on a USB or have access to a OneDrive/Cloud/GoogleDrive so that you are able to access this in class. (Photographs as JPEGs / all other work in PowerPoint/Word document.)**

Target Grade	Type of task	Task and subject specific skill reference	Deadline
All	Either photograph or collect:	<ul style="list-style-type: none"> <li>• 10 self-portraits (At least 1 current image of yourself – JPEG)</li> <li>• 10 images of the environments you interact with (Your Home/Skate Park/Supermarket/Place of Work)</li> <li>• 10 images of the objects/things that you own (treasured objects / things you frequently use/things that are associated with you)</li> <li>• 10 images of media that you consume (Album Cover, Film Poster, YouTube, TikTok)</li> <li>• 10 images that represent your 'Online Persona' (Social Media posts, Activities you choose to record, Edited/Posed Images)</li> </ul>	<b>12<sup>th</sup> September 2022</b>
All	Screenshot Spotify Homepage	<p>Take a screen shot of your Spotify (Or any other music service) homepage.</p> <p><a href="https://open.spotify.com/">https://open.spotify.com/</a></p> <p>Do you use Spotify or any other music service that tracks your preferences and listen habits? What does it say about you?</p>	<b>12<sup>th</sup> September 2022</b>
All	Review the work of Cindy Sherman	<p><a href="#">Cindy Sherman - Bio   The Broad</a></p> <p>"I am trying to make other people recognize something of themselves rather than me." —Cindy Sherman</p> <ul style="list-style-type: none"> <li>• Collect a selection of Cindy Sherman's Self Portrait Work from the link given.</li> <li>• Select ONE self-portrait image to analyse to a greater depth. <ul style="list-style-type: none"> <li>○ How has Cindy Sherman represented identity with the chosen image?</li> <li>○ What visual elements are present within the work? (Colour, Composition, Tone, Texture/Pattern, Shape/Form)</li> <li>○ How has Cindy Sherman represented identity with the chosen image?</li> <li>○ What aspects of the work do you like?</li> <li>○ How would you integrate this into your own identity-based work?</li> </ul> </li> </ul>	<b>12<sup>th</sup> September 2022</b>

All	Create 3 self portraits	Can be produced either on paper or digitally. Could be digital / art based / collage.	<b>12<sup>th</sup> September 2022</b>
All	Write a paragraph about yourself	You could use the below questions as a prompt: <ul style="list-style-type: none"> <li>• What are your interests? What do you do in your spare time?</li> <li>• Do you identify with any subculture groups?</li> <li>• What do you want to do when you finish college?</li> <li>• Where do you want to travel? What would you like to see?</li> </ul>	<b>12<sup>th</sup> September 2022</b>
EXT	Immerse yourself with the visual world	Keep yourself updated with what is happening right now in the creative industry. Use these websites to keep updated: <p><a href="http://itsnicethat.com">It's Nice That (itsnicethat.com)</a></p> <p><a href="#">Art &amp; Design Magazine for the Creative Industries   Creative Boom</a></p> <p><a href="#">NOWNESS</a></p> <p><a href="#">Creative Blog   Art and Design Inspiration</a></p> <p><a href="http://aiga.org">Illustration – Eye on Design (aiga.org)</a></p> <p><a href="#">Aesthetica Magazine – The Art &amp; Culture Magazine</a></p>	<b>Extension only</b>
<b>Notes:</b>			