

Year 12 Graphics

Preparation

To prepare for Graphics A level start by researching typography. What are the main typefaces used on line and in print? What is the difference between a serif and a sans serif font? Which are the most popular fonts and why?

Select posters, web pages, album covers, t-shirt designs, menus and any other design that interests you and study the typography used. Is there more than one font/typeface used? Are different sizes used in the same design? Does the type become part of the image?

Look at the film title sequences of Saul Bass, most famous for making the Hitchcock titles with a flat graphic style. Simple forms are animated creatively and type and image merge seamlessly whilst communicating the feel of the films to follow.

Following on from this look at Kyle Cooper and his work with *Imaginary Forces* on more recent film title design. How has it developed and become more elaborate over the years since Saul Bass.

Make a pinterest board of interesting examples of typography in design that inspires you. Can you experiment by creating your own typography?

GRADUATION Design

TOP GRAPH

Association of Illustration

The Association of Illustrators (AOI) is a professional body for illustrations within the UK. Established in 1973, the AOI champions illustrators and the illustration industry with education, promotions and campaigning to achieve a thriving industry for us all. To find artists references and inspiration visit www.theaoi.com



Debut Art

Debut Art represents a ground-breaking roster of artist, embracing both established and up and coming, globally based illustrators, motion and animation artist and illustrative designers. <http://www.debutart.com>

Digital Art Magazine

The Digital Art Magazine has a broad coverage of art from graphic designs, 3D, animation, video effects to web and interactive design. Digital Art is the UK's leading resource for creative professionals. To find more information visit <https://www.digitalartsonline.co.uk>

DigitalArts

Photoshop Youtube Channel

The official Youtube Photoshop Channel is a great way to learn some of the more specialized techniques which will strengthen and increase your skill set in Photoshop. <http://www.youtube.com/user/photoshop>



STREET SKETCHBOOKS

Street Sketchbook: Journeys

Each of the featured artists push back the boundaries, whether working on the streets or in a studio this book enables us to join them, on their creative journeys

The Street Sketchbook: Journeys Hardback edition by Tristan Manco



COMPETITION

Enter!
to Win!

1. PENGUIN RANDOM HOUSE DESIGN AWARD 2019.

The Penguin Random House Student Design Award is an opportunity for students interested in pursuing a career in design to experience real cover design briefs first-hand.

2. RSA Student Design Awards.

The RSA Student Design Awards is a global curriculum and competition for emerging designers that's been running since 1924. We challenge students and recent graduates to tackle pressing social, environmental and economic issues through design thinking.

3. Design Week Awards 2019.

Design Week Awards is the stamp of authority in the design industry and has catered for every area of commercial design for 28 years and counting.

4. 2018 London Design Awards

The London Design Awards program provides marketplace recognition across an extensive range of categories and celebrates the creativity and courage of those who are leading the way.

5. D&AD New Blood Awards

In order to achieve this accolade, you must innovatively and creatively answer a design brief provided by real-world big-name companies. All of the briefs are open to anyone aged between 18 to 23 years old, student of any age, as well as recent graduates of any age

