

Graphics & 3D Pathway

Summer Tasks

10 WORDS

A) Your summer challenge is to create typography for each word listed below. These will be your 10 WORDS. You can interpret the words in whatever way you like and can produce them in any way you like. You must try to visually describe the words. You may use different types of media, materials and techniques, both digital (Adobe Photoshop, Illustrator, Procreate etc) or by hand (drawing, collage, printmaking, 3D model making etc). Please feel free to use a range of ways to visualise the words.

BUT, whichever you choose, you must ensure you have a **digital** copy of your 10 WORDS on USB ready for the first lesson back in September (you may need to scan in or photograph any physical work).

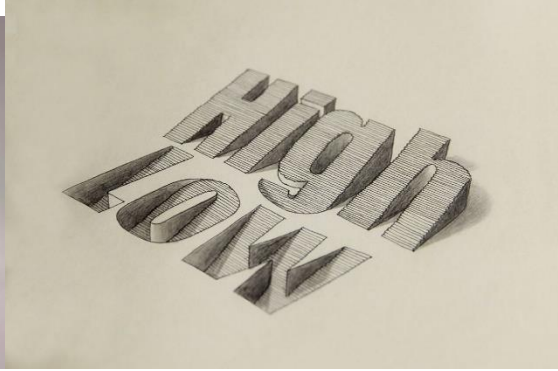
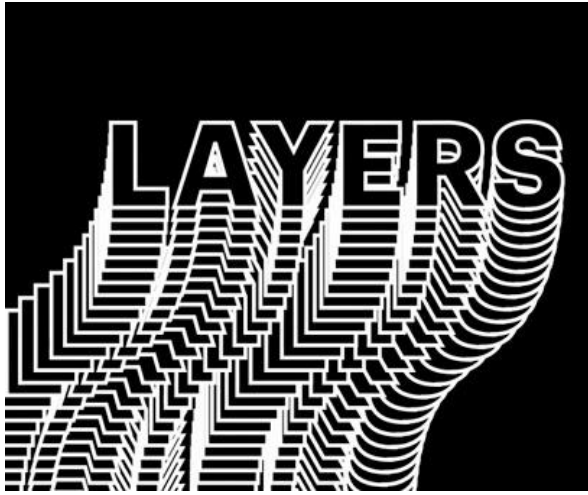
1. Reflection
2. Expression
3. Shadow
4. Opposites
5. Repeat
6. Circles
7. Calm
8. Chaos
9. Energy
10. Harmony

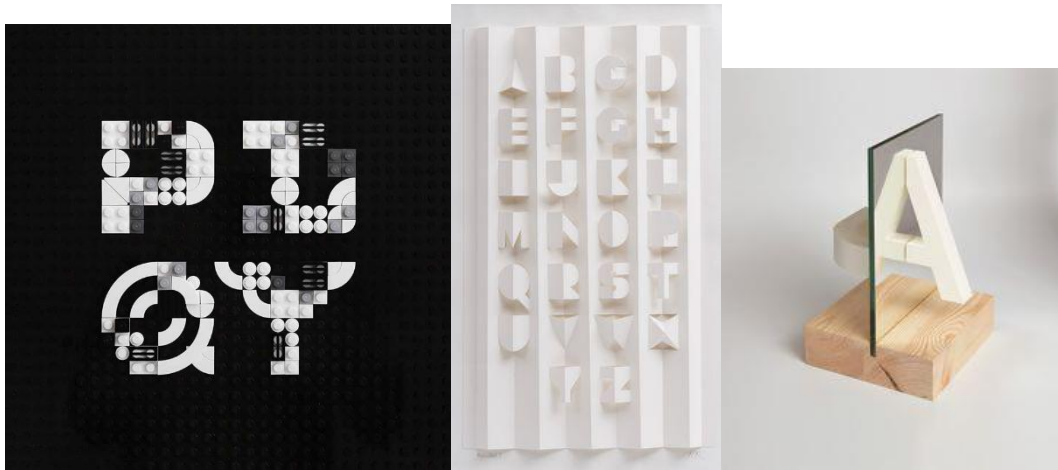
In the first week back, we will print and display your words together with the work of your peers, in your first college collaborate exhibition.

You need to consider your typography carefully when creating them and you may need to produce some preliminary sketches/designs before your final version.

Think about the following when producing your designs:

- **Kinds of typeface e.g. serif, script etc**
- **Leading, kerning, and tracking**
- **Colour**
- **Colour contrast**
- **Space**
- **Balance**
- **Shape**
- **Texture**





B) Choose your most successful typography piece. Find a piece of work by a practitioner that you think explores this technique/media successfully. Create a PowerPoint presentation (approx. 4 slides) that shows the image and use the following questions to analyse the image:

GRAPHIC DESIGN: IMAGE ANALYSIS

The following aspects are starting points; respond to as many as possible with your own comments as well as citing references from writers/designers.

- **Caption:** Are there any words? If so what is their function? What do they describe? Usually captions are used to help an audience understand an image
- **Purpose:** Who or what was the image produced for? Define the type of graphic design e.g. editorial illustration, Book illustration Etc. Can you identify the client
- **Audience:** Identify target audience, age, gender, ethnicity. How is the graphic image designed to attract this audience?
- **Subject:** Describe what is being communicated. Is it realistic or fantasy? Believable or unbelievable? Is there a 'magical factor'?
- **Composition:** Describe the shapes, use of line, tone, pattern, texture, layout design, space, etc.
- **Colour:** How is colour used? Where and what types/saturation of colour? What response do the colours provoke?
- **Impact:** Is the design eye-catching? Minimal? Busy? Self-explanatory? Confusing? Is the meaning obvious or ambiguous?
- **Type:** Is there any type? What fonts have been used and why? Is the style of font or its size or colour relevant to the design? Is there a slogan? Is the integrated or separate from the image?
- **Mode of address:** Who is communicating to the audience and how? i.e. is it authoritative? Childlike? Questioning? Information giving?
- **Technique:** What materials and processes have been used to create this image? (E.g. silk-screen print/collage/PhotoShop)
- **Your personal response:** Why do you like or dislike the piece? Does it have any particular emotional response attached to it? Is it a successful piece of design or illustration? Is there anything about it you would change?

Ensure you include information on who the piece is by as well as the title and date if available. Have a digital copy of your PowerPoint on USB ready for the first lesson back in September.

Helpful links:

- Design Museum

<https://designmuseum.org/>

- Creative Typography Design Ideas

<https://graphicmama.com/blog/creative-typography-design-ideas/>

- ART2DAY - (Use password 'imagine')

www.art2day.co.uk/artist-search.html

- History of Graphic Design

[a-brief-history-of-graphic-design-90eb5e1b5632](https://www.wrike.com/blog/fundamentals-graphic-design-tips-non-designers/#Graphic-design-courses-for-beginners)

- Guide for Beginners

<https://www.wrike.com/blog/fundamentals-graphic-design-tips-non-designers/#Graphic-design-courses-for-beginners>

Good luck! Can't wait to see what you come up with!
Have a great summer 😊

Zoe