

Welcome to A Level Graphic Communication

What you can read:

How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world.

Michael Bierut. Publisher: Thames & Hudson Ltd; 01 edition (28 Sept. 2015)

Link: <https://www.creativeboom.com/features/50-essential-books-every-graphic-designer-should-read/>

How to be an illustrator. Darrel Rees

Publisher: Laurence King Publishing; 2 edition (20 Jan. 2014)

Champagne and Wax Crayons: Riding the Madness of the Creative Industry. Ben Tallon
Publisher: LID Publishing (16 April 2015)

What you can watch:

The Link below will take you to a menu of documentaries which explore aspects of Graphic Design and Illustration.

<https://www.nyfa.edu/student-resources/illustration-and-graphic-design-documentaries/>

Helvetica, Bauhaus: The Face of the 20th Century, Design is One: Lella and Massimo Vignelli, Milton Glaser: To Inform and Delight, Exit Through the Gift Shop, Making It, A128, Sign Painters, Drew: The Man Behind the Poster

What are some of the topics and skills that you will cover:

Research: How to source information and apply findings to the development of your own creative practice.

Creative: Technical skills development using digital and traditional methods including use of iMacs and the Adobe Creative Suite, Screen Printing, Photography and Animation.



Tasks that you can do to prepare you:

<u>Task</u>	<u>Link to the course/specification</u>
<p style="text-align: center;">Task 1</p> <p style="text-align: center;">Research Graphic Design Principles</p> <p>Balance Proximity Alignment Repetition Contrast Colour Negative Space Typography Visual Hierarchy</p>	<p>Graphic Design principles can be applied to every aspect of Graphic Design. It is important you develop a good understanding of these terms as you will be expected to apply these principles to your own creative work.</p>
<p style="text-align: center;">Task 2</p> <p>Use the internet to find examples of graphic design which you believe are good representations of each of the terms mentioned above. Look around your house and see if you can find magazine, record or book covers, food packaging, clothing, look in your kitchen cupboards....Graphic Design is everywhere.</p>	<p>This activity will help you understand how and what, to research. It will also demonstrate the difference between <i>Primary</i> and <i>Secondary</i> research.</p> <p>As a creative you need to keep your eyes open – be visually aware, always looking.</p>
<p style="text-align: center;">Task 3</p> <p>Select one of your examples from Task 2 and proceed to write a short essay which explains why you feel it is a successful piece of Graphic Design, thinking about what makes it work (Visually Communicate) ? who would that particular style of graphic design appeal to (Target Audience) ? Explain your reasoning.</p> <p>Stretch and Challenge Why is it important for the graphic designer to know who the target audience is ?</p>	<p>This task will help you understand the importance of analysis and personal opinion.</p>

Contact information If you have questions regarding this or any other A Level course at Burnley College, please contact alevels@burnley.ac.uk or call 01282733373
We look forward to seeing you in September.