



TCOLC Sixth Form

Yr11 – 12 Transition Activities

Subject: Graphics



THE CITY OF LEICESTER COLLEGE

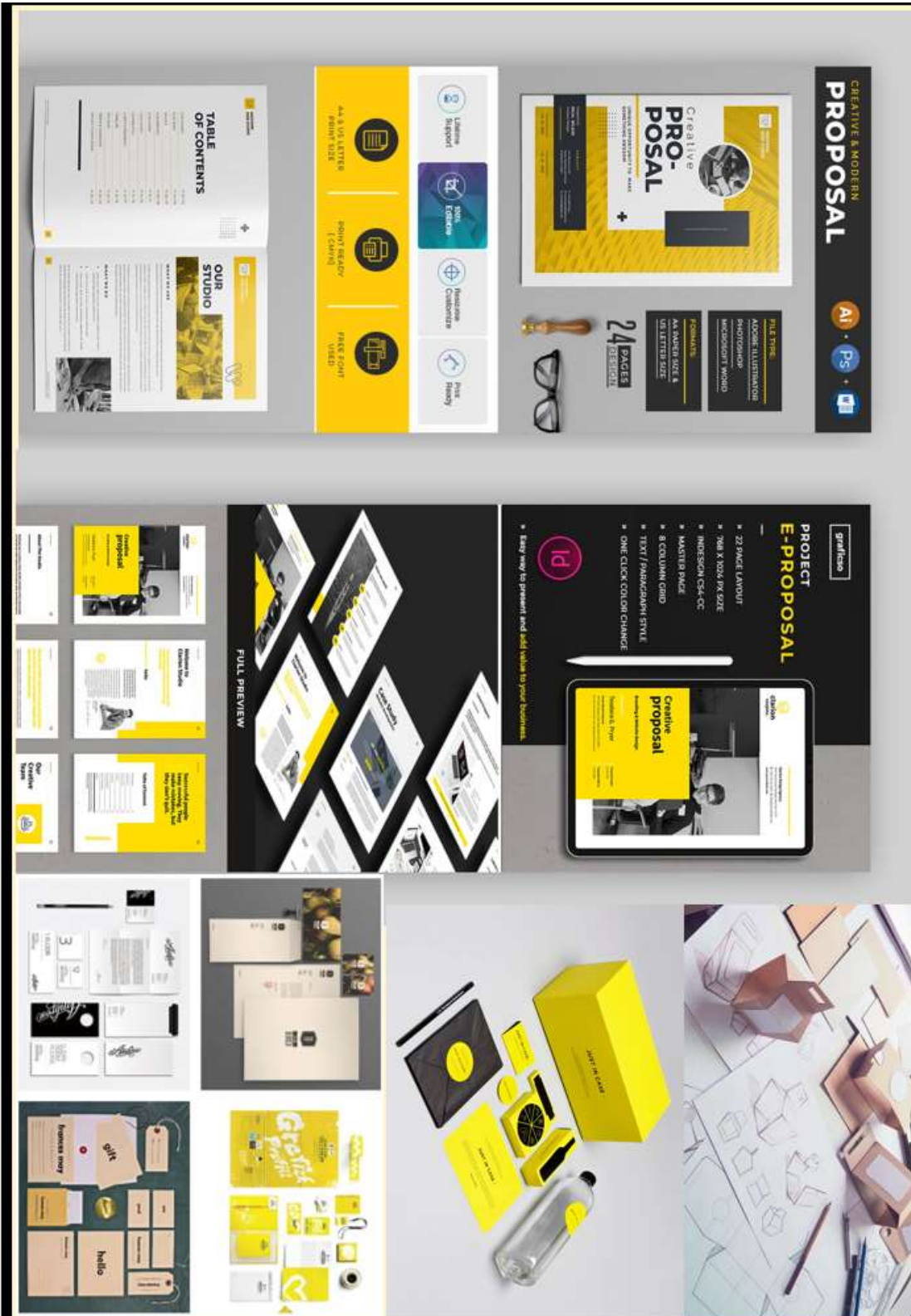
Transition work over the Summer holiday – Due in the first Graphics lesson.

Design tasks: Create a new brand for the one of the following companies:

- Health Food mail-order company
- Footwear Company
- Children’s Toy company
- **How to present?**
- It is recommended that you use a blend of hand drawn sketches and digital design work. For your physical designs you can use a sketch book or loose sheets of paper (A3 preferably). For any digital work you can use whatever software you have available to you (there are few links to free software and resources in the transition document and this Power Point)
- **What to include?**
- Initial research and mind maps exploring the task.
- Thumbnail sketches of a wide range of possible ideas.
- Development/refinement of designs by hand/digitally.
- Final proposals – Designs for the company logo and other possible assets:
- Business cards, printed letter heads
- Online website – landing page
- App design
- Advertising materials
- Packaging designs
- Other related assets.



Example of design proposals



CREATIVE & MODERN
PROPOSAL

AI · PS · ID



FILE TYPE
ADOBE ILLUSTRATOR
PHOTOGRAPH
MICROSOFT WORD

CONSISTS
A4 MASTER SIZE &
US LETTER SIZE

24 PAGES
PRINTED



- 1 Letterhead
- 1000+ Stock Photos
- 1000+ Premium Customers
- 1000+ Free Fonts

- A4 & US LETTER PRINT SIZE
- PRINT READY (C4D)
- FREE FONT (VIBO)

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PROJECT E-PROPOSAL

- 22 SPACE LAYOUT
 - 786 X 1024 PX SIZE
 - INDESIGN CS4-CC
 - MASTER PAGE
 - 8 COLUMN GRID
 - TEXT / PARAGRAPH STYLE
 - ONE CLICK COLOR CHANGE
- Easy way to present and add value to your business.



Useful links

Websites for research

<https://www.creativeblq.com/graphic-design/names-designers-should-know-6133211>

<https://www.ico-d.org/>

<https://designmuseum.org/>

<https://www.tate.org.uk/visit/tate-modern>

YouTube clips about designing graphics

A really great video looking at critiquing logo designs and then redesigning them <https://youtu.be/Mlml4g83PgM>

A great video on packaging design - concept to manufacturing <https://youtu.be/VItOjJh-OU>

Step by step video on creating a new logo and bottle design for a drink product. **Professional Packaging Design & Logo Design Tutorial | Adobe Photoshop & Illustrator 2020** https://youtu.be/aK_HEizAbxM

The Next Great Package: Design for Food: <https://www.youtube.com/watch?v=B2MMWljqgac>

Free software

<https://logolab.app/home>

<https://99designs.co.uk/blog/design-resources/graphic-design-resources/>

<https://www.photopea.com/>