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
Creative
PRO-
POSAL
FILE TYPE:
ADOBE ILLUSTRATOR
PHOTOSHOP
MICROSOFT WORD
FORMATS:
A4 PAPER SIZE &
US LETTER SIZE
24 PAGES
DESIGN
Lifetime Support
100% Editable
Resizable Customize
Print Ready
A4 & US LETTER PRINT SIZE
PRINT READY [CMYK]
FREE FONT USED
TABLE OF CONTENTS
OUR STUDIO
graficso
PROJECT
E-PROPOSAL
» 22 PAGE LAYOUT
» 768 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.
Creative proposal
FULL PREVIEW
JUST IN CASE
gift
hello
frances may

Useful links

Websites for research

https://www.creativebloq.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/MIml4g83PgM

A great video on packaging design - concept to manufacturing https://youtu.be/YJtQiJJh-QU

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=B2MWJiqqacs

Free software

https://logolab.app/home

https://www.photopea.com/

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