

Graphic Design

Pre-Course Task

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Task and Resources Required

Tasks

Select a task below and produce presentation pages on ONE of the following graphic design briefs:

1. Redesign 'Zip card'

A transport company is inviting designers to re-brand a youth travel card which is currently called 'Zip Card'. Refer to appropriate examples and develop ideas for a distinctive card design and a shop window sticker offering a 'top-up' facility. Your task is to re-brand the card, giving it a name which you think will fit with an audience aged between 16 and 18 years. For inspiration, you might like to investigate work for the London Underground by Harry Beck and Edward Johnson, and work produced for 'Transport for London' by M&C Saatchi.

2. Festival, carnival or parade

Produce graphic work to promote a festival, carnival or parade. You might like to refer to work by Andreas Hidber, David Carson and Stefan Sagmeister when producing your ideas. Consider ways in which the atmosphere of the event will be communicated. Carefully consider the relationship between image and typography when developing your work.

This presentation should take the form of an A4/A3 folder or sketchbook (minimum of 5 pages) and a PowerPoint to support your research. You will be expected to present this work to the class in the first Y12 lesson.

Resources

- <https://tfl.gov.uk/corporate/about-tfl/culture-and-heritage/art-and-design/harry-becks-tube-map>
- <http://www.davidcarsondesign.com/>
- <https://www.lookslikegooddesign.com/graphic-andreas-hidber-2/>
- <http://www.sagmeisterwalsh.com/>