

graphics.

A Level Preparation Pack



Overview

Stop what you're doing for a minute! How many examples of graphics have you experienced today, even without realising it? What's the first thing you did this morning? Did you use your phone? What apps did you use? Did you brush your teeth? What brand of toothpaste did you use? How about a wash? Hang on, you've not even left the bathroom yet!

It is estimated that the average UK consumer has over 5,000 interactions with adverts each day. Many of the everyday things you use were all created by a graphic designer and their designs communicate specific ideas —

that's the purpose of graphic design. To help you to develop your understanding of what graphic design is, and so you can feel confident that you have chosen a subject that is right for you, I have set out a variety of resources below for you to explore and enjoy over the coming weeks.



Liam Dawson
Graphics Teacher

What is Graphic Design?

Understand the Basics

The Design Council - <https://www.designcouncil.org.uk/news-opinion/video-what-graphic-design>

The Design Council is an independent charity and the government's advisor on design whose purpose is to make life better by design. In this series of interviews, with world renowned British designers, you will explore what graphic design is, what graphic designers do and how they do it.

Learn about Graphic Design

Documentaries

Artist Series videos by Hillman Curtis - <https://www.aiga.org/artist-series-videos>

Helvetica - <https://vimeo.com/286172171>

Presentations

As a graphic design student, or practitioner in a fast moving industry, it is vital to know what is happening in design. By following the links below you will find a huge selection of curated presentations by leading figures in the world of graphic design.

AIGA design - <https://www.youtube.com/user/AIGAdesign/playlists>

Awwards - <https://www.youtube.com/channel/UCYWGYef22gx8PaXZMLHAQsw/playlists>

D&AD - <https://www.youtube.com/user/dandad/playlists>

Design Inspiration

It is often said that there is no such thing as a new idea. We simply absorb everything we see and blend the ideas together and produce new and interesting combinations. To this end it makes sense that the more we look at things, the more interesting our ideas and design will be. At the links below you will find a plethora of inspiration by contemporary designers.

Behance - <https://www.behance.net/>

Creative Boom - <https://www.creativeboom.com/inspiration/graphic-design/>

Creative Bloq - <https://www.creativebloq.com/>

The Inspiration Grid - <https://theinspirationgrid.com/category/design/>

99 designs - <https://99designs.co.uk/discover>

Activities



Start a collection of inspirational Graphic Design

Before joining us in September, you could build up a resource that brings together examples of graphic design that you like. They could be found after scouring the websites above or found in the real world. These could be photographs or physical examples such as adverts, packaging, and magazines. Record the title of the work and the designer/brand name. You can use this in conversation with me when we meet, to show me what you like and where you'd like to go with your own work.

The logo challenge

A logo is a mark or symbol that represents a person, idea, or organisation. Design a new logo that represents you.

Course Specifications



[A Level - Download AQA Art & Design Specification](#)