

Graphic Communications

AS Introduction to the course

What is Graphic Communication?



Using visual information to convey messages by a combination of illustration and/or text

- Advertising
- Web design
- Illustration
- Logo design
- Corporate Identity
- Branding

How does the course work?

AS- Skills – looking at different areas of Graphic Communication –
some work can be entered as part of component 1 if relevant.

Research & practical

A2 – Component 1

Personal Investigation 60%

Choosing your own brief for your personal project (starts in March 2019 – completes January 2020))

A2 – Component 2

ESA prep x 12 weeks (including 15 hour exam) 40%

(starts in February 2020)

What will you be doing?

AO1 Contextual studies – (starting with your summer project)
Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating critical and analytical understanding

AO2 Exploring and experimenting with different methods and media – developing skills

AO3 Recording ideas, observations, reflecting critically on work and progress

AO4 Present personal and meaningful responses that realise intentions and where appropriate make connections between visual and other elements

Project Title: Fresh!

Exploring artists and techniques

AO1/AO2

What do we want you to do before you start in September?

Research and investigate 3 of the illustrators that interest you.

Find out about the designers/photographers and illustrators , how they work, what inspires them, who they have created work for, find more of their work. Collect and respond to those that really interest you by **creating your own response to their work**. Display and present in your sketchbook, do at least one double page spread per artist/designer as an absolute minimum!

We would like to see at least one response per artist where you have worked from observation or from your own photo, exploring the style and technique of your artist. You can 'embelish' your pages with artist copies to try out technique.

You will be using this work as inspiration in September!

Ivy Glick & Associates

Irena Roman



Louise Morgan

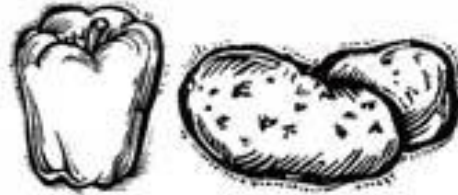
<http://www.louisemorgan.co.uk/food-and-drink>



Ivy Glick & Associates

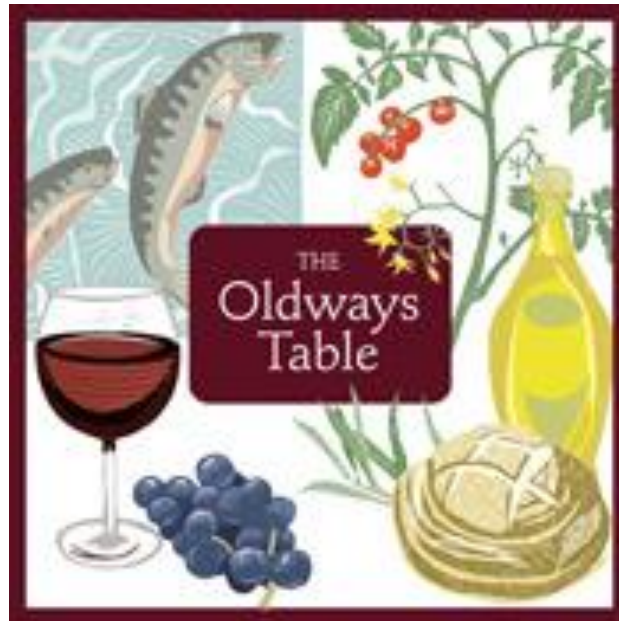
Jerry Dadds

Woodcut, line, scratchboard and colour pencil



Ivy Glick & Associates Rigel Stuhmiller

Blockprinting



Ivy Glick & Associates

Derek Grinnell

Watercolour, pen and ink, gouache, mixed media



David Griffen – food photographer

<https://www.davidgriffen.co.uk/>



How to start to research...

Who are they?

What media do they use?

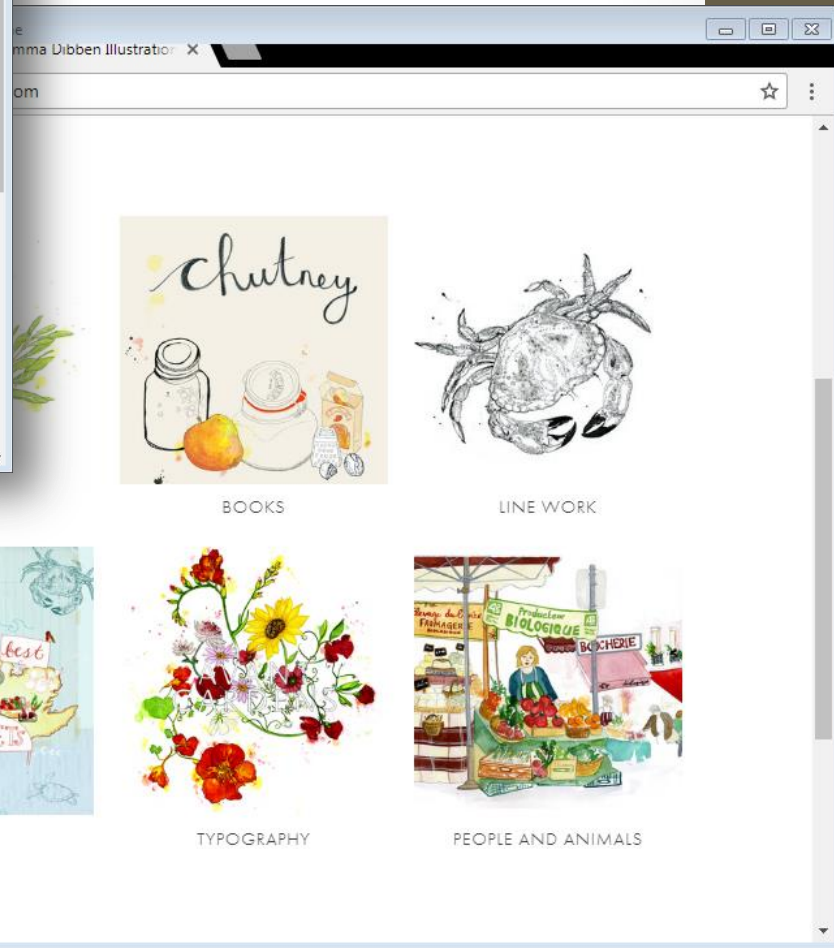
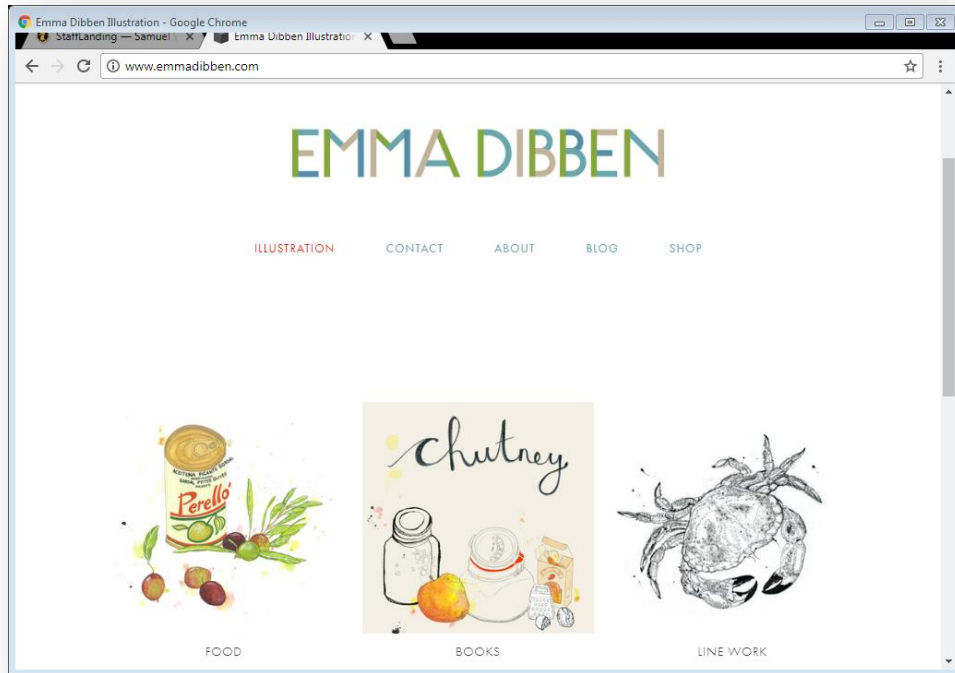
What process and methods do they go through to create their work

Who do they work for or who have they worked for and do you have any examples of this?

What do you like about their work?

With your response how did you create it?

Emma Dibben



Emma Dibben



About — Emma Dibben Illustration - Google Chrome
StallLanding — Samuel X About — Emma Dibben X

www.emmadibben.com/about/

About me

I have always loved drawing and nature, which led me to study Illustration at Falmouth College of Arts where I developed a quirky and individual illustration style.

I now work from my studio in the vibrant Jamaica Street Artists collective, in the heart of Bristol. I spend my free time on my allotment growing, painting, and eating fruit and vegetables of all kinds. My work is always inspired by the natural world and many of my illustrations begin as tiny seeds on my plot.

I have exhibited both in the UK and internationally, and I am featured in the books Making Great Illustration (A&C Black) and Becoming A Successful Illustrator (Bloomsbury) by Derek Brazell and Jo Davies.

Clients include: Waitrose Ltd, Krug Champagne, Tracklements, Newman's Own, Baxter's Chutneys, The Waterside Inn, John Brown Media, The Guardian, BBC Country File, The English Garden, Pretty Nostalgic, Homes & Gardens, Storey Publishing, Anova Books, Canongate, Penguin, Hodder & Stoughton, Octopus Books, Eating Well, Houghton Mifflin Harcourt Publishing Company and Artisan Books, amongst many others.

Follow my [blog](#) to find out what I'm up to in my studio, on my allotment and in my kitchen!

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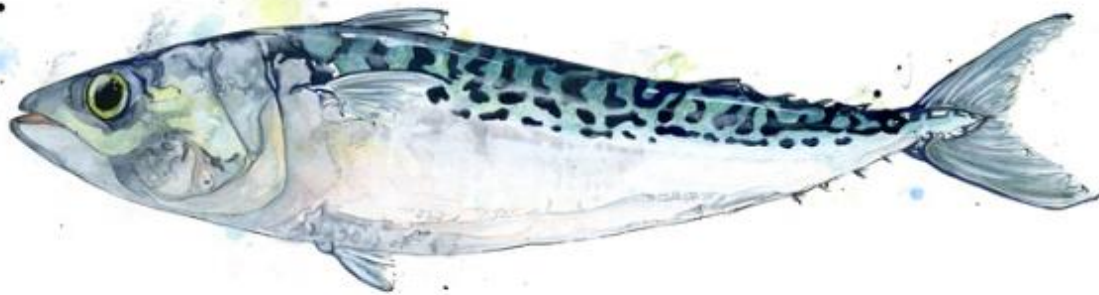
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Emma Dibben





What do we want you to do this summer?

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In September

- You will use your research to start your project on the theme 'Fresh' which will lead you into your chosen brief but the first couple of weeks will be exploration and experimentation.
- You will take your own photography and create visual reference through drawings and using a variety of media
- You will respond to artists/designers/photographers to develop your skills and help create your own responses to help create ideas.

Example briefs for 'Fresh'

- Creating a brand identity for a garden centre and website design
- Creating a brand identity for a deli and cafe
- Creating an identity and product range for a organic farm shop and delivery box service
- Producing a new book about Mediterranean Cooking, cover and illustrations and publicity launch.
- Creating a brand identity for a bakery
- Creating an identify for a new restaurant or wine bar and publicity material
- New fashion company, brand identity
- Creating an identity for a fresh fish delivery company and advertising
- Creating a brand identity for a new range of bath products

Logo, corporate identity & branding

- You are to create a logo and corporate identity for your **chosen brief** (logo, investigate typefaces, letterhead, business card and branding application)
- You will start to come up with a name for your company in answer to your brief
- Then start to look at typefaces and use your imagery to create your logo
- Then look at branding across a range of material appropriate to your brief and create a range of ideas before creating a final presentation to your client.