Graphic Design A Level

Preparation work: Pre-course Reading, Research and Tasks

Pre-reading and research will help you to become more familiar with the topics you are going to study on your A Level Graphic Design course. If you complete the tasks below, they will also help you to become more confident when you start your course.

Specification :

A good place to start is to look at the A level specification and familiarise yourself with what you will be studying on the course:

https://www.aqa.org.uk/subjects/art-and-design/as-and-a-level/art-and-design/subject-content/graphic-communication

Task 1:

Create your own Pinterest account. Create a new board called 'Godalming College GFX'. We would like you to browse Pinterest. You are to pin/save 10 images to your 'Godalming College GFX' board that you really like – images that represent you as a designer. Please visit the Godalming College ART & DESIGN Pinterest board for inspiration.

Suggestions to search for while browsing Pinterest: Typography, Branding, Logo Design, Illustration, Patterns, Portraiture, Architecture, Fashion, Mixed Media etc.

Task 2:

Please visit these Instagram accounts @notestostrangers @timothygoodman and hand letter generator for inspiration. Essentially, we all start off as strangers but not anymore!

Write an inspirational message on 3 post-it notes to encourage creativity (see image below for examples) – a message to your new classmates, teachers and technicians, as part of an on-going collective project for everyone to inspire, motivate, and encourage one another to get creative!

These can be notes, memos, trains of thought, feedback, notices etc. We want you to be comfortable and get used to writing down your thoughts, ideas and concepts on paper. Use pencils, pens, markers etc. Don't think too much about it because if you do, you might forget your ground-breaking idea…!

Bring the post-it notes with you to your first lesson and we'll stick them up in the Graphic Design studio (room 926).

Examples and inspiration:

Task 3:

Create a Dropbox account – it is free and you can use it to store your work whilst on the course.

Books to Read:
- **Helvetica: Homage to a Typeface** by Lars Muller
- **Typographical Systems of Design** by Kimberly Elam
- **The Elements of Graphic Design** by Alex White
- **Designing Brand Identity** by Alina Wheeler
- **Thinking with Type** by Ellen Lupton

Podcasts:
https://www.itsnicethat.com/the-its-nice-that-podcast

Films to Watch:
- **Helvetica** by Hustwit
- **Abstract: Art of Design | Paula Scher** by Billy Sorrentino and Sarina Roma (Netflix)
- **David Carson: Design, Discover, Humour** by TED Talks
- **The Power of Typography | Mia Cinelli** by TED Talks

Progression Opportunities
Why choose Graphic Design A Level:
- Art Foundation
- Degree in Graphic Design
- Explore the range of careers you can access by studying Graphic Design:

https://nationalcareers.service.gov.uk/job-profiles/graphic-designer#CareerPathAndProgression
https://www.creativeboom.com/tips/15-unexpected-jobs-of-graphic-designers-

We hope you enjoy completing these tasks and look forward to you joining the course.