

Graphic Communication Summer Assignment

Your summer assignment must be submitted in the first lesson for this subject in September. The completion of this assignment is compulsory and we expect you to put every effort into completing it to the best of your ability. Failure to submit this assignment will jeopardise your place on this course.

One of the key elements of your course is being able to research and develop ideas. The summer assignment gives you a chance to be experimental and creative at the same time. You can choose from any materials or techniques or could produce work in mixed media.

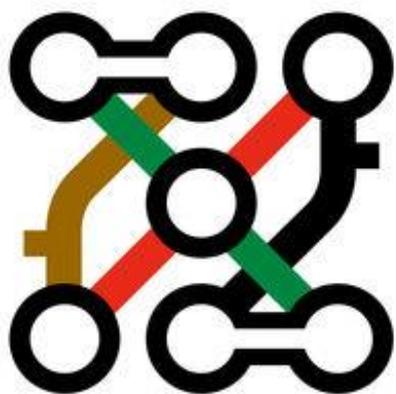
Task

Design and create an A3 page to be used as a title page for the theme of 'Journeys'. You should spend at least 1 hour on each task



Good Luck!

- **Task One:** Create a mind map about Journeys
- **Task Two:** Create a mood board (A collection of images using Pinterest and Google)
- **Task Three:** Observe and Record - With your sketchbook and camera take a walking tour of your neighborhood, or walk to a location that provides you with an interesting route. Carefully record your observations using photography, sound recordings, handwritten notes, sketches and collected items. You should try to really observe the things you see. Light, shadow, texture patterns and the random relationships between objects should all be recorded in a variety of ways. Shooting some images from different points of view and zooming in to them will allow for great research. Record your own impressions along the way and sketch various points of view at different points on the journey.
- **Task Four:** Research Harry Beck (London Underground) and Jock Kinnear and Margaret Calvert (Road Signs) and write up your research notes.



Assessment criteria

Grade A: Confident and Assured

- Drawing is sustained and sophisticated, with great attention to detail; demonstrating a range of skills and mark-making techniques

Grade B: Competent and Consistent

- There is evidence of perseverance and effort
- Drawing is completed to a confident standard, it is purposeful and consistent, but lacks the flare and originality of the A grade student;

Grade C: Emerging Competent

- Observational study is competent and accurate, but would benefit from greater care and attention to detail; there is emerging individuality and developing skills

Grade D: Basic

- Drawing/ study is straightforward and deliberate; practical skills are just adequate and drawing is abandoned too early. There is a lack of effort, engagement and perseverance

Grade E: Limited

- Drawing is partial, rushed and inconsistent.