

A-level Graphic Design: Pre-Induction Task

In preparation for your A-level Graphic Design course to begin, you will need to complete the tasks outlined here and bring this work with you either on an external hard drive, memory stick or via WeTransfer or DropBox- make sure you have an account for these so you can log into it and download the work in your first lesson.

Task 1

Take between 20 and 30 photographs of Bolton town centre. Be experimental with your framing- see images opposite for inspiration. Focus on capturing a wide range of structures, buildings, people, signs etc... The more you have the better your first assessed project will be in this subject-

YOU ARE ONLY AS GOOD AS YOUR PREPARATION AND THE RESOURCES YOU HAVE AT YOUR FINGER TIPS

(resources being these photos.



Task 2

Research the following 3 design movements:

Modernism

Bauhaus

Minimalism

You will need examples of graphic design work associate with each movement the name of the work, the designer who made it and client/product it was made for.

Over leaf is an example of this type of research- this is what I am expecting to see from you.

Helene Binet



Berenice Abbott



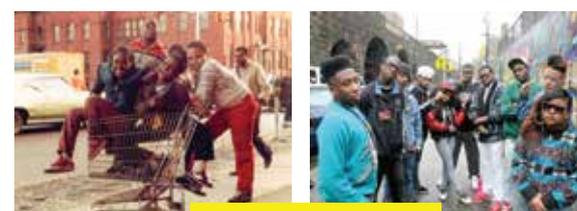
Lucian Hervé



Ben Harrison



Alex Webb



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MODERNISM IN GRAPHIC DESIGN

MODERNISM MARKS A SHIFT TOWARD ABSTRACTION, SIMPLICITY, AND AWAY FROM ORNATE, HAND-DRAWN STYLES. EMERGING IN THE EARLY 20TH CENTURY, IT PRIORITIZED FUNCTIONALITY, CLARITY, AND BROKE FROM TRADITIONAL CONVENTIONS, REFLECTING THE SPIRIT OF A MODERN, INDUSTRIAL AGE. KEY MOVEMENTS INCLUDE BAUHAUS, SWISS STYLE, AND MINIMALISM.



IBM logo: by Paul Rand, 1972

Bauhaus building: Walter Gropius, 1926

Radio/Rural Electrification Administration, adverts: by Lester Beall, 1937

Normandie poster by Adolf Mouron Cassandre, 1935

Charm magazine by Cipe Pineles, 1954

Anatomy of Murder title sequence and adverts by Saul Bass, 1959

Paperback cover design for Meridian Books by Elaine Lustig Cohen's 1956

KEY CHARACTERISTICS

SANS-SERIF TYPOGRAPHY: CLEAN, LEGIBLE TYPEFACES REPLACED DECORATIVE SERIFS FOR MODERN READABILITY.

GEOMETRIC SHAPES: BASIC FORMS LIKE CIRCLES, SQUARES, AND TRIANGLES CREATE ABSTRACT, SYMBOLIC DESIGNS.

MINIMALIST GRID SYSTEMS: STRUCTURED LAYOUTS USE GRIDS TO ENSURE CLARITY AND VISUAL ORDER.

CONTRASTING COLOURS: BOLD, CONTRASTING HUES ENHANCE ATTENTION AND VISUAL INTEREST.

