



Summer School

Design



Summer activities - Design

Everything you see around you has been designed, from a ball point pen to a building, from a cup you drink from to the menu you read at a restaurant. To be a designer allows you to create products and produce work which addresses the problems of a design brief.

There is no expectation that you will have any experience of design or technical skill, as you will develop a variety of relevant key academic skills, learn how to organise your own personal projects, analyse artist and contextual research, record images and develop ideas.

A level Design is a very 'hands on' practical subject, assessed only through coursework. It allows you to creatively explore a range of design disciplines, developing strong technical skills working with both digital and 3D making processes. You can make models and objects using clay, wood, paper, fabric, plaster and metal but also develop computer aided design, exploring software such as Illustrator, Photoshop and Autodesk, discovering your design style and direction while developing your creativity!!

What makes a good Design student?

A good Design student is engaged in the subject, dedicated and committed. They are hardworking and enthusiastic and eager to create visual work, which they can be proud of. A good Design student will be practically minded and enjoy making things, but they will also be keen to study and understand the meaning and communication of images and products.

Successful Design students in the past have demonstrated real ambition in their work. They have been extremely thorough in their research and creative in the way they present their work and ideas. Design as a subject is immensely enjoyable, because you have the creative freedom to explore topics and briefs that interest and excite you.

Previous Design students explain their key to success:

Student 1 (Grade A*) – *'The lessons are always fun and interesting, as you get to choose your own briefs but get support and guidance to help you create. The studios and gallery are so spacious and lovely modern spaces to work in. I love it!'*

Student 2 (Grade A) – *'The Design course has helped me to develop my creative skills through interesting techniques and supportive teaching'.*

Student 3 (Grade A) – *'There is loads more freedom in A Level Design than at GCSE level. I'm able to work on issues that interest me and get really involved with my projects'.*

Additional reading

Websites that you can look at include:

- 99Designs - <https://99designs.co.uk/blog/tips/types-of-graphic-design/>
- Pinterest - <https://www.pinterest.co.uk/timhykes/3d-inspiration/>
- The Inspiration Grid Architecture - <https://theinspirationgrid.com/category/architecture/>
- Creative Blog - <https://www.creativebloq.com/3d/inspiring-examples-3d-art-12121523>

- Concept Art Empire Costume - <https://conceptartempire.com/intro-to-costume-design/>
- Student Art Guide - <https://www.studentartguide.com/>

This site gives you insight into future careers and practicing professionals, inspirational ideas and advice for maximising your own arts development

You can also research art-based careers:

<https://www.studentartguide.com/articles/art-careers-list>

Content

Graphics The Quick Brown Fox Jumps Over the Lazy Dog

The Task

Make a 'concertina' style banner of 32 foldouts and illustrate the letters from the slogan 'The quick brown fox jumps over the lazy dog', on each fold (the slogan contains every letter of the alphabet). Place each letter, in turn, on each leaf as you progress through the concertina. Your Concertina banner can be made in whichever way you like; you might even try to make each page from totally different materials.

Aim to be as creative as you can:

Each page should be totally different from the next and you should explore and experiment with as many different media and materials as you can.

You can vary the typography style, letter to letter and you can use both uppercase and lowercase text. You can be inspired to illustrate the letters in whichever way you choose. You can be inspired by the slogan itself or choose images at random. Nevertheless, at the very least, you should illustrate the key images of 'brown fox and lazy dog' somewhere in your design.

Think carefully about the style of your illustration, you can incorporate photography and digital design into your work if you like. You can also think about your illustration from the point of view of caricature and cartoon, as well as more sophisticated drawing styles. Take a look at the following websites for further inspiration: Pinterest.com, Behance.com, demilked.com, peopleofprint.com, itsnicethat.com

3-Dimensional Design Metamorphosis/Transformation Project

The Task

Take a look at the work produced by Bill Woodrow; 'Twin Tub with Chainsaw', is a great example. See how he creates a new 3-dimensional form from an existing item, in this case a chainsaw from a washing machine.

Your task is to discover a new 3-dimensional form from a cardboard box. I want you to think really creatively about how to approach this problem and plan your making really carefully. Make a design sheet where you gather your ideas together and plan your approach. Conduct research to gather

images about the form you want to create and think carefully about the flat net shape you will need to cut out of the box in order to make your 3D form.

Think carefully about the story and relationship between your box and object as well; imagine making a tiger, from a Frosties box, for example. Take extra care when cutting out your form and be aware of your health and safety at all times. When you have completed the task remember to keep the box, with its cut out negative shape, this is as equally important as the new object you create.

As an additional challenge, you might want to make further forms, from other cardboard boxes. The aim will be to build a complete story across your 3-dimensional creations.

As with both Graphics and 3-Dimensional Design the purpose of this process is to enable me to understand your creative thinking and see how you approach a problem. It is essential that you give the tasks some thought. There are no right or wrong ways to approach your work, however, the work you produce should be neat and professional.