

BA (Hons) Graphic Design



Year 1 // Level 4









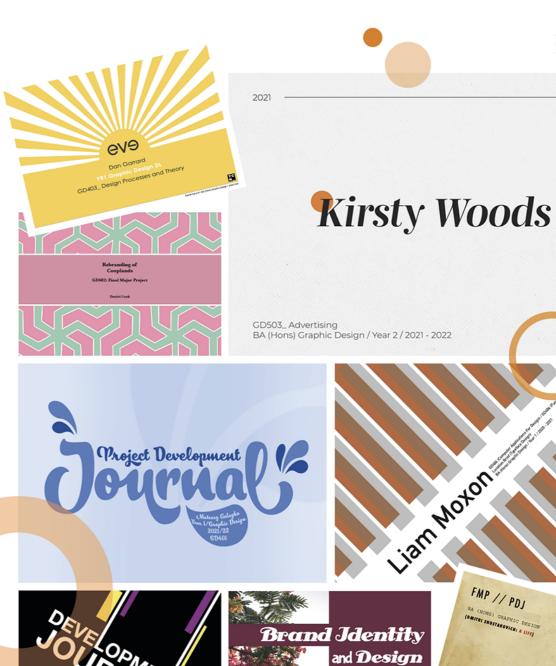




Although physical sketchbooks are used for ideas generation, and experimentation with traditional techniques and materials, students on our degree course submit all of their work in a digital project development journal (PDJ). This includes everything they have produced, from research and development stages, to their final outcomes. The digital format allows students to add, refine, and change the order of content, which is more difficult to do with a traditional sketchbook. The following examples demonstrate the ways in which our students work, and how they present their final project development journals for assessments.



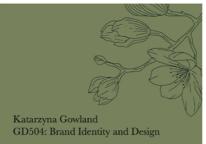








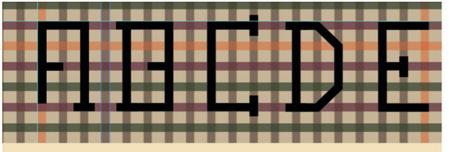








Creating work that is neat and follows a structured layout, sets the scene for the style of your project development journals throughout your three years of study. However, there is flexibility in the page designs that allow you to create layouts that are different from project to project. This project development journal shows work from a level 4 student's Fundamental Typography module.



CREATIVEAND **VISUAL RESEARCH**



BAKER STREET UNDERGROUND STATION

- showing old photographs and features of what the station used to look like. Artificial lighting has been added to the original ventilation shafts to give the ap-pearance of the station upon its open-
- ing.
 The station is Listed Grade II







I tried to explore the idea of deconstructed type a little more by drawing letters in heavy black marker and cutting it into strips, I arranged them in slightly different positions to try to create a more abstract look so when the letters were strung logether it wouldn't be as obvious to read at a first glance. I like this idea but I feel like it has been done a lot so I would like to try and create something similar, but possibly encorporate the idea of layering different sections of the letters similar to my previous experimentation. I think this would work well using out out sections of paper that hide certain elements to the letters and creating sections that slide out to reveal the full letter.

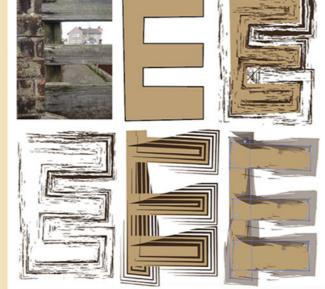


I studied at Doncaster for a good few years and I did really enjoy my time there. I learnt a lot and



In a similar style to my previous letter, I drew around my original image using the pen tool in Adobe Illustrator, I then expermented with the weighting of the outline and used different brushes to try to recreate the texture of the wooden fence.

chose my final outcome based on the fact that if an entire typeface were to be created in this style, it would look fully ledgible

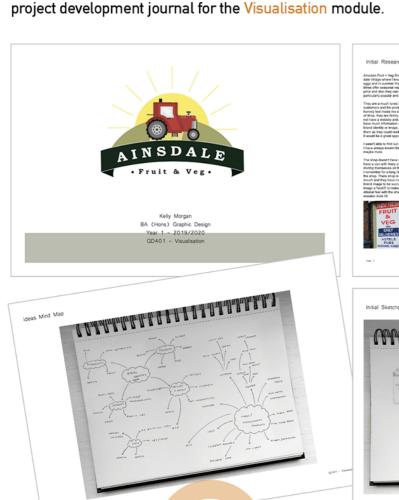


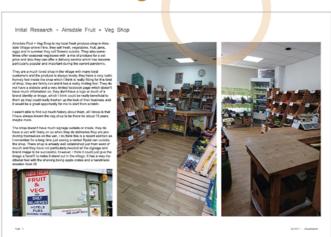






Once you understand and master the process of creating commercially viable design work, you will have the opportunity to apply your creative and technical skills to client projects. Students find local businesses in need of rebranding, and offer to provide a new visual identity to update their current designs. The following pages are taken from a student's project development journal for the Visualisation module.









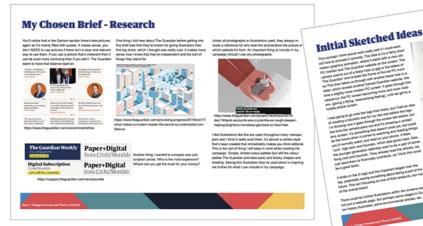


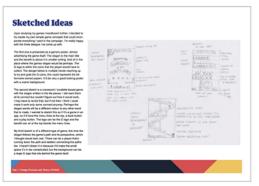


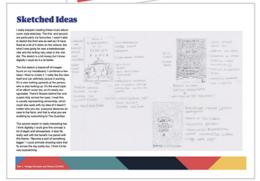
The projects for this module are connected to the Visualisation brief, in terms of producing work that has a commercial focus. You will be able to choose from a range of design competitions for renowned products and organisations, that cover a number of disciplines that include visual identity, editorial design, advertising, website and onscreen promotoinal design. This project development journal shows work from a level 4 student's Design Processes and Theory module.





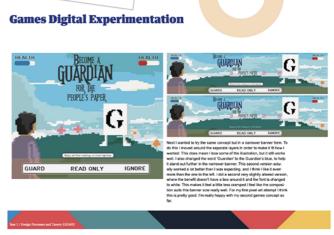












I now have a really good understanding of the design process, creating work from start to finish, how to deal with clients and promaote myself as a graphic designer, and by the end of the course I will have built up a diverse portfolio of work.

Reuben



Final Designs

My three campaign ads, interactive games placed around popular cities for the public to play on. If they win, they get gifted a year's free subscription to The Guardian.



As well as working on practical projects, you will also spend time analysing a wide range of local, national, and international design companies. The objective of the Studio Practice module is to raise awareness of the industry in relation to commercial practices, client listings, and career opportunities. Other elements of the module includes the creation of an ongoing journal/diary, as well as building and adding to a portfolio of design work as you progress through each year of your degree studies.



Kelly Morgan BA (Hons) Graphic Design Year 1: 2019-2020 11.02.2020

For the past two weeks I have been starting work on the YCN brief, I was so excited when I first For the past two weeks I have been starting work on the YCN brief, I was so excited when I first saw what this module was on as it looked like it would be a real challenge and really creative. I have been researching 3 briefs that I liked the look of, Shelter, Oliver Bonas x Fedrigoni and UK Greetings and UK Greetings and UK Greetings and UK Greeting is the one I have chose to go ahead with. I chose this particular brief as I left this type of designing I had some prior knowledge of from my small business and seeing other people at craft fairs seeling greetings cards, but also it just spoke to me the most as some-thing I would erily only and it would also challenge me. I have really enjoyed doing all my research as tually, I didn't think! would erily the research so much as I am way more of a creative learner bu I have found it really interesting finding out what goes into the colour choice et behind designs. I have also been going out into shops to see physical examples, this has been very useful, it has also made me realise how much I love looking a different designs and accreations them.





16.02.2020





The rest of this week I have been finishing off my initial sketches, I have mostly done my pages of smaller sketches however I have done a few whole design ideas that could be on cards or bags, I have found I have only had a few ideas for whole designs, I am a bit worried that this might hinder me but I am hoping that when I get into lisustrator and digitalise the smaller sketches that ideas will then flow more easily for an entire piece.

I have also realised I have not yet been utilising our peer group chat as much as I should, and this was one of my points to improve on from my last module. I do get a bit nervous about posting my work in there as I am naturally not very self confident and worry about what people think, however I will be pushing myself to use this to my advantage as I could get some really good ideas and tips that I would otherwise miss out on.



Nike Airmax Golf poster



MT Plastering and Drylining



Adam Wright Drumming



Bealuna Coffee







Journal Entries

Module 1

This week after receiving feedback from Simon, I refined some illustrations in my YCN brief, the holiday and the base/ball benefit. It was pointed out to me some ideas which I hadn't thought of, like using a play on a basketball term for the sports them. These are things I hope to start thinking of myself at time goes on as they are the little details that make all the difference. The illustration of the basketball all the difference. I he initiation of the baskets player itself I am so happy with! I'm not used to drawing people, so the outcome was better than had hoped.

The holiday theme I'm really not as happy with compared to the others. I tried to add in some more details to refine it a little bit more, but I'm glad I'm not taking it forward.

