

You are required to propose a subject/topic for your Component 1 assignment. You should carefully consider the type of practical project you want to cover and what you want to include or investigate and explore, in the assignment. (Do Not design your outcome in the text!) The assignment, remember should link in some way, to your written study/essay.

**Write your proposal in approximately 200 words.**

**The deadline is - Friday 18th September 2020**

You may add to your written study as you move through the practical work, in your own time, but don’t try to completely re-write it at this stage. Your focus in classes from now on is to be the practical assignment.

You may consider any area of Graphic Design Communication, so long as there is some form of link to the written study at the start. You may develop, or expand your assignment along a pathway that strays away from the written study as it progresses, but it must look like a journey and be explainable.

**Consider themes:**

Corporate Identity, Packaging design, illustration design, typographic design, an Advertising campaign, Editorial, book Illustration or magazines editorials, game design packaging presentation, digital web design or Information Graphics. In any graphic style; Messy Graphics, Minimal Graphics, Post Modernism etc.

Your project should look like **an in-depth study** for the second year, try not to reproduce work that was done in the first year. You may, for example, have several outcomes or final pieces. You may have several flip-files and scrap/note books. It is **important** that you have at least **ONE** final piece that is completely finished and presented, but several would better.

By the first deadline presented in your flip-file you should produce at least a **‘Front page’**, a **‘Mind Map’** page and a **‘Mood Board’** page – A3 pages minimal size along with your **‘Proposal page’**. This will put you in a good place to start your main research pages.

**(4 X A3 pages)**

Please email your proposal to me on: [judianstice@exe-coll.ac.uk](mailto:judianstice@exe-coll.ac.uk)

I have attached the page for your proposal, please use it. Once this has been checked, make a page and place it in your flip-file.

Brief for Project Proposal, Component 1

A’ Level Graphic Communications

2020-2021

A’ Level Graphic Communications

2020-2021

Proposal for Component 1

Name: Josh Fry

Date: 18/09/20

Title of Written Study:

Theme of practical assignment at the starting point:

The themes of my piece at the start would be advertising with interesting typography and photography. I would also include some corporate identity work with a unique logo on the piece. I will include the influences of two people who I found during my research and enjoyed the work of. These two artists, Turner Duckworth (for the colours, photography and the logos) and The Design Republic (for the typography).

Proposal (200 words approximately, explaining what you intend to explore and investigate. What has influenced you? What are you hoping to achieve from this study?)

After studying the work of Turner Duckworth, the Design Republic, Noma Bar, Neville Brody and many others, I intend to produce advertisements that relate to the music industry. It would be a series of posters that promote a new recording studio opening in Exeter, Devon. The studio (named EPIC Audio) also has a small store selling musical equipment that maybe needed when recording in the studio. I will make a series of advertisements promoting the opening of the studio with influences from the artists and designers I have researched. I will create between 3 and 5 colourful posters that all promote the studio and the shop. The target audience for my piece would be 18 and 30 but it would ideally attract anyone who might have a use for the studio or the shop.