

Edexcel BTEC National Diploma Y1

D E S I G N G R A P H I C D E S I G N B R I E F L O G O A N D B R A N D I N G V I K K I L I O G I E R M O J G A N F A K H A R I A N

Gun & Knife Crimes Project

UNIT 35: Word and Images in Graphic Design

Fridays 10am – 12am and 1pm to 4pm
23 November - 25 January 2008

Level: 3.

Class contact hours: 40

Recommended minimum private study/practice: 40

Lecturers: Mojgan Fakharian and Vikki Liogier

▶ AIMS

UNIT 35: Word and Images in Graphic Design

This unit is about developing your skills in the use of graphic visual language, employing words and images in a rich variety of ways for different purposes. This will involve incorporating different combinations of typography with images in the development of your designs as well as explore and select compositional priorities. This will include the use of size, positioning and space in layout decisions.

You will investigate a range of contemporary and historical art and design styles and examples of the genres to inform the development of their own experiments using graphic combinations of image and text.

Through this unit you will understand that a graphic designer creates designs for a variety of outcomes and works to the demands of customers and clients. In responding to briefs, you will need to consider appropriate choices in the selection of words and images to communicate either literal or abstract ideas.

This is an internally assessed unit.

Brief Specific Aims:

- To develop a logo, which can be used to badge the Gun and Knife Crimes Awareness Project aimed at the 13 to 19 years old.
- To create new promotional material (at least 1 item) which features the new logo.

▶ LEARNING OUTCOMES

To achieve Unit 35 the students must:

1. Know the principles of graphic language, styles and genres in art and design
2. Understand the visual relationship of words and images when devising layout and compositions
3. Be able to originate and produce graphic layouts that fully develop either abstract or literal themes.

Brief Specific Objectives:

- To involve young people in the process of developing a logo for their peers, which communicates a key message about guns, knives and crimes.
- To produce at least one piece of promotional material advertising the awareness campaign using the developed logo.
- To ground the development of the logo in a peer research model which will include gathering peers attitudes and knowledge.
- To explore innovative ways of reaching the target audience of 13-19 year olds to raise awareness of guns and crimes.

▶ ASSESSMENT

Unit 35 will be awarded to students who:

1. Attend regularly and actively participate in group activities.
2. Complete staged briefs and exercise.
3. Submit assignments on time.
4. Meet all the Unit 35 outcomes.

Brief for Gun & Knife Crimes Project

► Background

Using the very potent theme of gun and knife crime in London, the college is working in collaboration with six schools and the City Learning Centre on four separate projects as follows:

Theatre in Education – 2 projects

Learners from BTEC 1st diplomas in Performing Arts at CLC (Salesian, Southfields, Ernest Bevin, JP11, Chestnut Grove, Battersea Tech) and separately at Battersea Technology College will work with two groups of National Diploma in Performing Arts students from the college on theatre in education pieces around the theme of gang culture and gun and knife crime. The pieces will be toured to schools across the borough in March.

Music, Media & Business Studies

Learners from BTEC 1st Diplomas in Music and Media Studies at CLC will work with National Diploma groups in corresponding subjects from the college on the production of a CD of tracks with anti-gun & knife crime (non violent) lyrics and 30 seconds video promos of these tracks. The promo videos will be uploaded to student mobile phones and MySpace as well as going onto a DVD. Learners from BTEC 1st Diploma in Business Studies at JP11 will work with National Diploma in Business Studies learners from STC to research, market, promote and set up presentation event for the projects.

Health & Social Care

Learners from BTEC 1st diploma in Health and Social Care from Chestnut Grove will work with National Diploma students in Health & Social Care from the college on a presentation focusing on the impact of gun and knife crime on the social and public services, the community at large, comparisons and case studies from other UK cities and cities in the US culminating in an action plan for tackling the issues

All participants will present their work at a high-profile venue in May

The college and the borough are presently preparing a bid for mobile learning technologies through MOLeNET to support the projects

This ambitious project will achieve the following:

- An exciting, innovative route to achievement of qualifications
- Effective curriculum collaboration across the borough
- Learner awareness of and input into challenging social issues
- Sharing of best practice in vocational education

► Purpose of the project

You will design marketing & packaging materials for the project throughout the year. This will include: CD/DVD cover, Poster to promote the play and so on as well as the programme layout for the presentation event in May.

Primarily, you need to create a logo that is clearly identifiable to young people and that will help to raise the profile of the project. The logo will be used on publicity (including internet-

based) and on-site at the services. It will communicate the key message of the campaign: to stop the use of guns & knives and reflect the project brand name to be decided.

As well as developing a logo, the project requires new publicity, which can be letterhead paper, business card, poster, leaflet, flier, bus pass wallet, ... or any thing else you think would appeal to your target audience. You should produce at least one piece of publicity material.

Whichever you decide the publicity must include your new logo designs.

▶ Target audience

13-19 year olds living in South West London.

▶ Colour

There is no specification for colour used on the logo. However, it would be preferred if there was one dominant colour that stood out on publicity.

A black and white version of the logo should also be produced.

▶ Timescale

The duration of the project will be 8 weeks, running from 23th November until 25th January.

- 23 November – Brief students
- 25th January – Showcase of Branding proposals

▶ Incentives

Final artwork will be entered into a competition.

The Student whose logo design is chosen will be given - £50 vouchers.

All students will receive a certificate confirming their involvement in the project.

▶ Use of final artwork

- Copyright for the winning Logo design will belong to South Thames College for the first 2 years after completion of the project.
- The project leads will ensure that if any designs are used the student gets full acknowledgement for the work.

▶ To Submit for your Unit 35 assessment

- 2 versions of the logo design:
 - 1 iconographic (colour + B&W)
 - 1 iconographic with typography (Branding name). Slogan could also be added
 - Artwork to be supplied both digitally (CMYK, 400dpi, .eps) and fully mounted.
- Mounted artwork of promotional material and a 3D Mock up (if relevant) + digital file submitted as above along with a low resolution RGB 72dpi Jpeg file.
- A3 Research Folder
- A3 Development Folder
- Self Evaluation.

▶ Deadline

Friday 25th January 10am.

Please note that it is your responsibility to meet the above deadline. If you think you may have valid reasons for an extension, you can ask for a postponement. This will however disqualify your design from the competition.

Grading grid

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all of the learning outcomes for the unit. The criteria for a pass grade describes the level of achievement required to pass this unit.

Grading criteria		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:	To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
P1 describe the principles of graphic language, styles and genres in art and design	M1 explore diverse graphic language styles and genres in art and design to inform their own effective layouts and compositions	D1 independently develop exciting, innovative abstract and literal themes in graphic layouts informed by comprehensive contextual research and analysis.
P2 explain the visual relationships of words and images when devising layout and compositions	M2 show an individual approach in developing skilful graphic layouts, effectively communicating abstract and literal ideas.	
P3 originate and produce graphic layouts that fully develop either abstract or literal themes.		