NCD Alevel Graphic Design

What you need to complete for your portfolio submission. npiseb

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MINIMAL

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Overall Summary

• • For your portfolio you should complete a mini-project that shows your design skills.

Your portfolio will consist of 3 parts:

- 1. **Research:** a moodboard of logo inspiration, mind maps of logo ideas and an analysis of one logo design.
- 2. Develop: this will require you to take inspiration from your research to come up with multiple ideas sketches for your own logo design.
- **3.** Make: inspired by your sketches have a go at drawing out your best logo design and adding colour. Extension use canva to create a finished digital version of your logo.

Use Google Slides or Powerpoint to present your work.

More detail about the tasks and guidance is available on the next 4 slides.

Your portfolio should be emailed as photos or a PDF to vatech@ncdoncaster.ac.uk before the 5th of June.





Research 2 hours

- 1. Pick either an existing **food/restaurant brand** or a **clothing brand** you want to redesign e.g. taco bell, zara, adidas, nandos, kellogs etc.
- 2. Produce a mood board of at least 10 food or clothing logo designs using pinterest that you like the style of. Write a short paragraph explaining what you like about them (e.g. colour, fonts, use of images or shapes?) and what ideas they have given you.
- 3. **Analyse** one example from your moodboard (100-200 words). **Describe** the logo (what kind of colours, fonts, images does it use), **identify** the audience of the brand (who would buy their products, how does the logo fit with this?) and **give your opinion** of the design. Why do you think it is successful?



- Create a mini mindmap with the name of your chosen food/restaurant brand or a clothing brand in the centre.
- 2. Write around it **images** that link to the brand, **colours** you could use, what kinds of **fonts or lettering** might you use, what type of **style** do you want to go for (fun and friendly, clean and professional, stylish and luxury etc), and any other ideas inspired by the examples on your moodboard.
- 3. **Produce 6 rough sketches** (no bigger than a post it note each) for your own redesign of the logo, using ideas from your mind map and inspired by examples on your moodboard. NO PINTEREST COPIES!



Make 3 hours

- 1. Inspired by your sketches draw out your best logo design A5 and add colour.
- 2. Sketch it out in **pencil first**! Then use **fineliners/pens** of different thicknesses to do the line work (thick for outlines, thin for details), then **add colour** with your choice of coloured pencils, water colour or felt tip markers.
- **3. Extension** use canva.com (or your own preferred digital software) to create a finished digital version of your logo.
- 4. Click the link below to start with a blank logo design, then use the elements and text options on the left to create your design. <u>https://www.canva.com/design/DAFRi7ubGPc/1F-LsR_oq5Y_JPNuLKKBMjg/edit</u>





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Email your pdf to vatech@ncdoncaster.ac.uk

Make sure you include your **full name and the course you are applying for** in your email.

Portfolios must be submitted before the 5th June.

Portfolios will be reviewed by subject staff and you will then receive an email saying whether it has been accepted.