

NCD Alevel Graphic Design

What you need to
complete for your
portfolio submission.

Year 12
photography
&
graphic
design

year 12 va:
otography
&
graphic
design



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.



Develop

2 hours

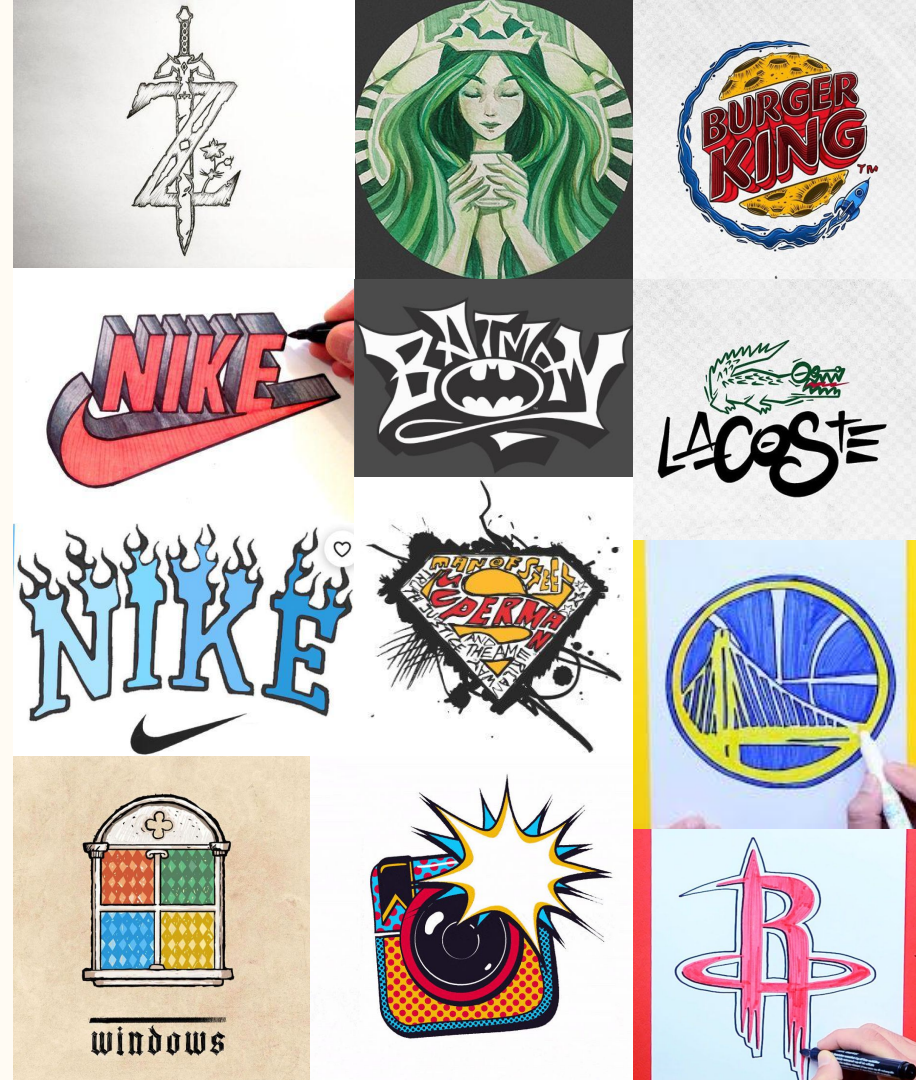
1. Create a **mini mindmap** with the name of your chosen **food/restaurant brand** or a **clothing brand** in the centre.
2. Write around it **images** that link to the brand, **colours** you could use, what kinds of **fonts or lettering** might you use, what type of **style** do you want to go for (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](https://www.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.
https://www.canva.com/design/DAFRi7ubGPc/1F-LsR_oq5YJPNuLKKBMjg/edit



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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.

