

# NCD A Level 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](mailto:vatech@ncdoncaster.ac.uk). Deadline info is on the last slide.**



# Research

## 2 hours

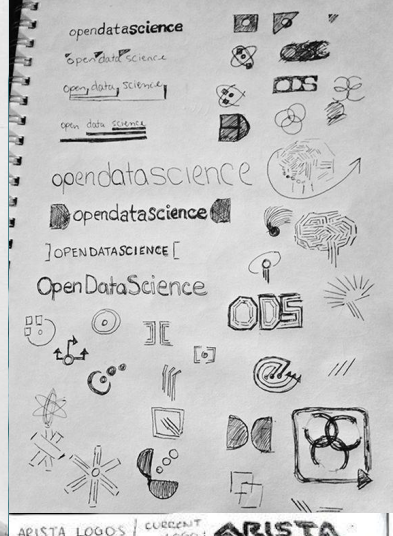
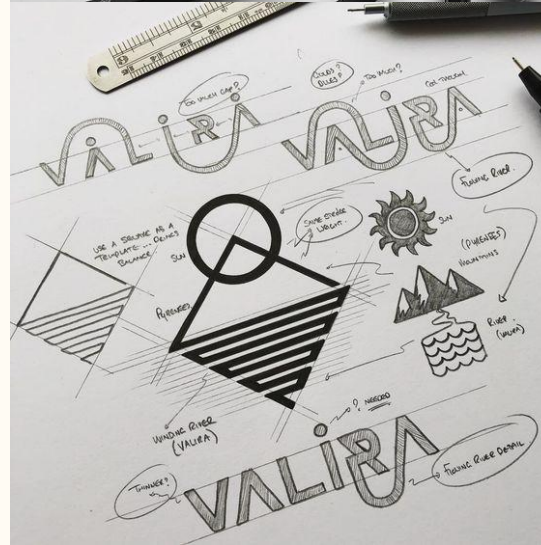


1. Pick either an existing **food/restaurant brand** or a **clothing brand** you want to redesign e.g. taco bell, zara, adidas, nandos, kellogs etc.
2. Produce a **mood board of at least 10 food or clothing logo designs** using pinterest that you like the style of. **Write a short paragraph** explaining 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?

# 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](https://www.canva.com/design/DAFRi7ubGPc/1F-LsR_oq5YJPNuLKKBMjg/edit)



# SUBMIT

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Email your pdf to [vatech@ncdoncaster.ac.uk](mailto:vatech@ncdoncaster.ac.uk)

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

For students who have been interviewed between our first interview evening (7th November 2023) and our fourth interview evening (30th April 2024) the deadline for portfolio submission is **Friday 24th May 2024**. For students who have been interviewed on our fifth interview evening (4th June 2024) the deadline for portfolio submission is **Friday 28th of June**. No portfolio submissions will be accepted after the dates specified above.

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

