NCD A Level Graphic Design

What you need to complete for your portfolio submission.

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. 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?
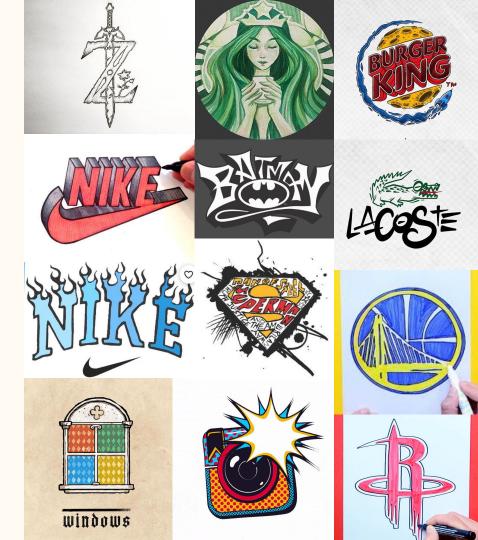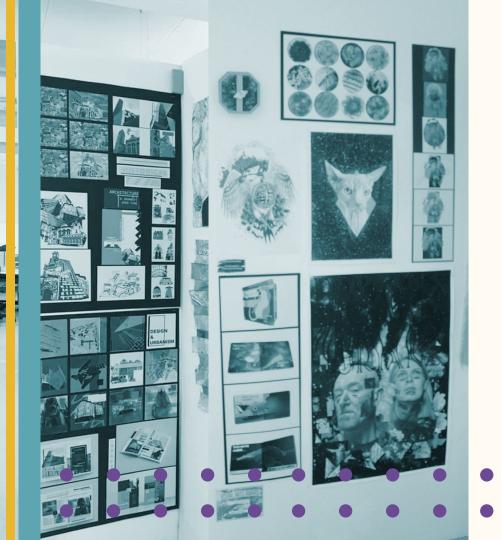
Develop

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 (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_oq5Y JPNuLKKBMjg/edit

SUBMIT

Save your document as a pdf.

In Google slides you can do this by choosing File > Download > PDF document (.pdf).

In Powerpoint you can do this by choosing File > Export > PDF

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.

For students who have been interviewed between our first interview evening (5th November 2024) and our fourth interview evening (29th April 2025) the deadline for portfolio submission is Friday 23rd May 2025.

For students who have been interviewed on our fifth interview evening (5th June 2025) the deadline for portfolio submission is Friday 27th June 2025. 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.