



# Summer Independent Learning 2025

*Getting ready for Year 13*

# TASK 1: PHOTOSHOOT PLAN & SHOOT

## Summer Work:

- This work should take you around 15-20 hours (*depending on how ambitious your photoshoot is*).
- ***DON'T LEAVE IT TILL THE LAST FEW DAYS BEFORE YOU COME BACK IN SEPTEMBER!***
- *This is not optional, the work will be marked as part of your final coursework project.*
- *This work will also be marked as your first CEDAR assessment in yr13.*

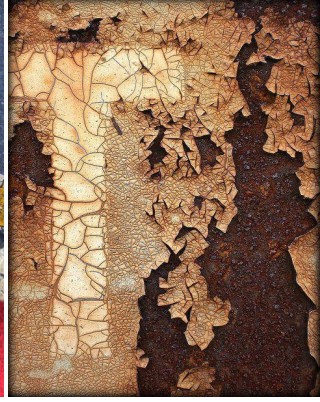
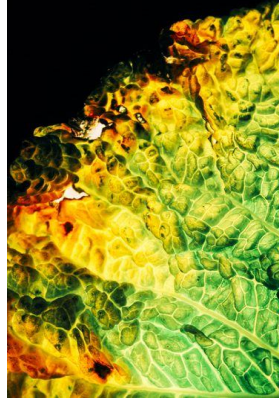
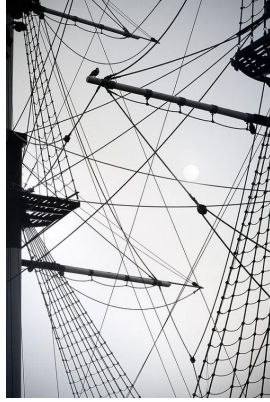
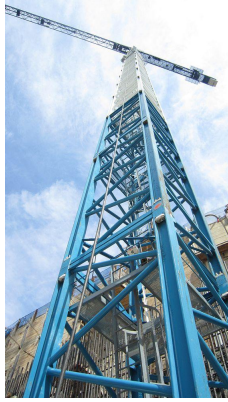
## 1 – Photoshoot:

*at least 30 images, explore a variety of angles, compositions, lighting, depth of field etc. Present up contact sheet and annotate.*

*See examples on following slides...*

# Ideas for interesting shoots

Angle/Perspective



Texture/Closeups

Light/Shadow



Staging/Props

# Planning a shoot

A well planned photoshoot is a successful photoshoot. You should have a clear idea in your mind of the types of images you want to use in your work and set out to capture those images. Rather than just 'going around taking photos' and winging it!

Consider the context of what you are designing for e.g. for a food magazine you need clear backgrounds in a well lit area to emphasise the colours of the food. If you are doing illustration could you photograph backgrounds for your characters to inhabit?

**TASK:** Create a Shoot Plan slide including, images for style inspiration, consideration of models, props and locations you might use, and a clear intent for the shoot.





# Shoot Plan Criteria

## Things you should include:

- The idea/intent of your shoot and how it links to your work, or what you will use the images for.
- Notes on props/models/locations you might use for your shoot and why.
- Images for inspiration, or to show the aesthetic/style you like and want to achieve.
- Sketches and thumbnails for composition etc.
- Ideas for the kinds of edits you want to do, e.g. black and white, double exposure, collage etc.
- Considerations for anything that might be difficult or challenging, and what type of camera you will use.

## How you could present it:

- Written notes or a mind map.
- Text boxes with images to accompany it.
- Sketches of the kinds of images and compositions you want to capture.
- Idea/aesthetic moodboards.
- Or a mixture of the above!

Have a look at the **examples here** for more imaginative ideas, in September we will be trying some of these techniques to edit your images so have a **think ahead about what you might want to try:**

<https://docs.google.com/presentation/d/1a0P53QxX4xi5fkuCh7vZAUdCx9rL3ocxquoJweCPSUc/edit?usp=sharing>

# Shoot Plan Examples

## Photoshoot Plan – Alternative Youth

For my first photograph I intend to capture images for sale, for my size that discusses northern skate culture, particularly in Yorkshire. With the main intention of the photograph to be a representation of the skate scene, I will collect those that I know are skateboarders and either meet up and travel with them to various skate parks or I will go to the skate parks myself. I will be taking the photograph during the day, as skateboarding is a morning activity, and I will be participating in some of the activities that surround the culture. With the actual images themselves I will be using a digital camera, as I have not used one for some time, and I will be using these events for photographing them using a disposable camera to increase credibility. However, sometimes this can be a problem as I will be using a camera that I will have to photograph digitally and sometimes editing them in point in order to emulate a film effect. Additionally, I will be using a digital camera as I will be working with the majority of the photographs consisting of raw action shots I do have a good knowledge of the locations I will be taking the photographs in, as I have visited and have had previous experience of photographing and videography skateboarding so I have faith in my ability to capture the angles and framing techniques are best used to create the image.

Props: skateboards, cigarettes, drinks/food/anything to do with diet surrounding the subculture (Any alcoholic drinks or beverages will only b purchased and consumed by models above the ages of 18 and will only be documented by myself). Also will make an investment into a fisheye lens and disposable camera

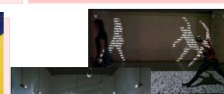
**Locations:**



### Photoshoot Plan (Image Inspiration)



### Photoshoot Plan (Sketches)



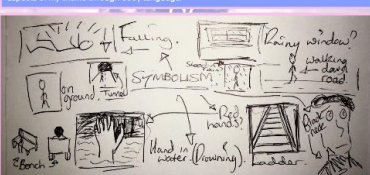
## Planning My Photoshoot on Mental health



For my photoshoot, the subject will likely be a person. As the project is personal to me, it's only fitting that I am the model of the photoshoot. Plus, there isn't a lot of objects which link to my theme of purpose or mental health that I could effectively use.

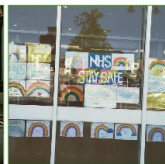
Possible locations:  
Rainy setting, garden, bedroom, street, bench.

I will more than likely need a cameraman. Due to social distancing rules put in place because of the current pandemic, the cameraman will be someone from my home. I will focus the photoshoot around people because it's easier to express certain emotions or convey certain aspects of my theme through body language.

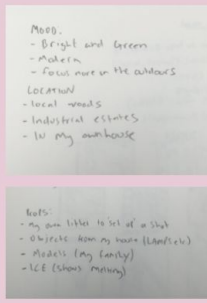


## Photoshoot planning: The NHS Crisis

Considering the pandemic, my idea is to use the imagery I have around me. Along paths, whilst driving, shop windows, outside schools, there are many banners and posters. I want to capture them like the examples I have chosen, not a heavy background as they are the soul focus. Also, like the way they are edited, warm tone but with quite a low saturation, in my opinion I feel like it gives it a nostalgic feel, which would make them more emotional to look back on these times. Possibly also create some myself for the perfect location and positioning to see how they compare.



- **Communities** posters, banners and signs.
- **Quiet** background, location.
- Warm tones and low saturation **image editing**.
- Experiment with including a **model** holding banner, wearing mask.
- Create my own **manipulated** street art.



My intent for this shoot is to take a lot of outdoor shots, as well as objects that represent my theme of the environment, such as a lightbulb or ice which shows melting. I also want to set up my own shot, if I can't find enough litter. For example, I will be take a plastic bag and put it in a tree or bush. I will be sure to take the litter back home with me afterwards.

## TASK 2: Researching design now

**2a) Go to;** <https://www.pentagram.com/work> &

<https://www.itsnicethat.com/projects-creatives>

**Choose a campaign from the above links (one from each link) that interests you,** it must link to your project in some way whether through medium or theme.

**View the examples on the next 2 slides.**

*Make sure to present this up across two slides!*

**2b) Create two research slides for each campaign/project you have picked.**

*Discuss in three separate sections*

**Context:** what is the aim of the design? What's it for? Who is it aimed at/marketed toward? What era was it made?

**Technique:** How was it made? E.g. digital? Hand-made? Is it image based or illustration. Describe the visual qualities (kind of typeface used, colour schemes & composition)

**Thoughts:** What interests you about this campaign? How does it link to your project? What ideas has this given you for your own practical work?

# Closing Ceremony

## Smile

### It's Nice That

<https://www.itsnicethat.com/articles/same-paper-closing-ceremony-photography-publication-211123>



#### Visual

- left hand page shows a repeating pattern of the page number in the same artistic typeface but different colours
- all the colours taken from the image on the right page
- image is of an artist's studio
- name of artist in sans serif typeface running down the middle of the first page
- sits behind the title of the story which reads from a different angle and is in a calligraphic, italic typeface with a blue border
- short description of the story in the same typeface but reading at a more normal angle and smaller to be less focal
- title sits on top to stand out the most with the artist's name behind that, followed by the description and then the repeating page number
- harsh red background similar to the background of the image
- the image shows a chair with random assortments of weird stuff around it
- there are a range of colours which shows further the insanity of the image and the page layout
- the blue chair is the focus and it is vacant to picture the title quite well

#### Visual

- DPS of two images
- both cropped the same on both pages
- nothing else but the images shown
- no descriptions or anything
- showcasing a photographer's work without any distractions
- first image is of a vase of flowers but with a pane of semi translucent glass sitting in front of it, which blocks most of the texture and beauty out
- quite surreal image that generates a lot of ideas about what it could mean
- bright and pale colours contrast to the background which is dark and murky
- second image is another surrealist photograph
- it is quite rude and silly but very well put together
- i think showing how to enjoy even mundane jobs with comedy
- very bright colours that stand out compared to the image on the left



#### Visual

- similar title page to the first example
- title is in the same font but in a solid black colour - a copy of the title in a weird 3D font is placed on top in a glossy red
- the page number sits on top of the title in the same red colour
- the artists name is in the same font as the first example and read the same direction but is placed differently and has an outline using that red colour again
- simple white background
- a little difficult to read much like the first DPS
- image again fits the title very well
- a pole covered in security cameras
- rule of thirds used to focus on all the separate cameras
- simple white and light blue colours mainly shown with a small amount of black
- fits into the first page's colours well and the blue contrasts the red

**Technical** - magazine format by the magazine named 'Closing Ceremony' - most if not all of the magazine is digitally produced and published - images use artistic photographic techniques and are taken and edited digitally - type and other pages printed and made digitally as well

**Context** - 3rd installment of magazines by 'Closing Ceremony' magazines reviewed on the website 'It's Nice That' - heavily focused on artistic photography and aims to 'break down boundaries between the amateur and art world photography' - designed using the focus of 'cracking a smile' for readers which is why the designs and photographs are very playful and silly - they wanted to make the magazine all-encompassing instead of just showing pictures like other photography magazines - the creator hoped to create inspiration and happy memories with the mag

**Concept** - all of the designs were to try and emit joy - typefaces and specific colours were used to try and seem happy and not a single part of the magazine was to look mundane - they wanted the magazine to be seen as funny and playful - very bright colours used and lighthearted typefaces - imagery is weird and easy to smile at

**Thoughts** - I think that this magazine is really interesting in its focus - it wants to be different and create happiness which is very easy to see - all of the magazine is playful and fun to look at - even though the magazine is a bit wacky, there is still consistency in the designs throughout - i definitely could use some inspiration from this mag, especially with the style of images and how disorganised some of the pages feel while still being fully organised - i really like looking through this magazine



# Ten Ten magazine

## High end watch supplement

### Pentagram

<https://www.pentagram.com/work/ten-ten-magazine-2020?rel=sector&rel-id=2>



#### Visual

- read portrait across 2 pages
- small lines act as borders between text
- small circles to highlight the contents of specific pages
- small sections of text which read landscape - bold text for the page numbers
- larger text for the more important and focal pages
- strong black serif typography
- simple colour palette focusing on strong blacks and whites
- strong contrast in colours

#### Visual

- imagery fully focused on the watches (main piece)
- silver of the watch stands out against the skin in first image
- most of hand covered by sleeve of white in second image to make the watch the centrepiece
- angle of the first page matches with the angle of the book the person is holding in the second
- bold red colour stands out with the title and the book
- colours focused on the red and white contrast with a small amount of grey
- grey shows less important type or parts of the images
- simple layout as it introduces the watch with the title page
- minimal imagery
- second image uses the rule of thirds to concentrate the attention onto the watch



#### Visual

- image is cropped to be thin and show the face of the watch
- title spreads across both pages and uses a bold white sans serif typeface
- that background of the pages is a harsh black which contrasts the white type and imagery
- black and white colours opposite to the other two pages
- paragraphs of type sat in the middle right of the second page split by the lines
- type is in line with the second image and the 'U' from the title
- very minimal imagery
- layout is almost horizontally symmetrical except for the second image

**Technical** - all of the images are from the same 'Ten Ten' Magazine in a magazine format - the magazine was digitally produced - there is photographic techniques in all three examples which would've used digital photography - the examples all use digital editing for the type and printing

**Context** - 2019 release of a biannual magazine called the 'Ten Ten' magazine - magazine about watches and luxury fashion surrounding them - high end watch supplement - complete rebranding by Pentagram design company - given a new face and smart new look - experimental and playful use of typography throughout - designed to appeal to watch enthusiasts and experts - given an elegant and refined style - use of artistic photography and unique design style for the time it was published (2019)

**Concept** - all of the page numbers are times in analogue form - follows the theme of watches throughout the magazine - focuses solely on the watches and their story so imagery doesn't show much else than the watches - weird and striking imagery contrasts the simple applications of type which both combines create beautiful pages - unique way of displaying watches with the different ideas behind what to do with type and imagery

**Thoughts** - my thought on the magazine is that it is very well crafted and purposefully put together - i really like the experimental type and how they lay it out throughout the pages - the idea with the page numbers being time is really clever and fits with the magazine perfectly - each page is unique and showcases the ideas behind them brilliantly and they all follow themes that fit very well - i think the colour palettes are a little bit simple in terms of the black and white being the main colours but i still think that they executed this palette extremely well - i think that i can definitely generate some unique ideas and designs inspired by this magazine



# TASK 3: Mini Responses

## 3 – Minimum TWO x Mini Artist Responses:

*each should use a different style or technique from the list adjacent.*

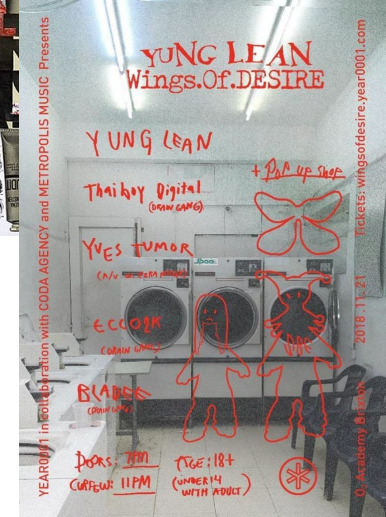
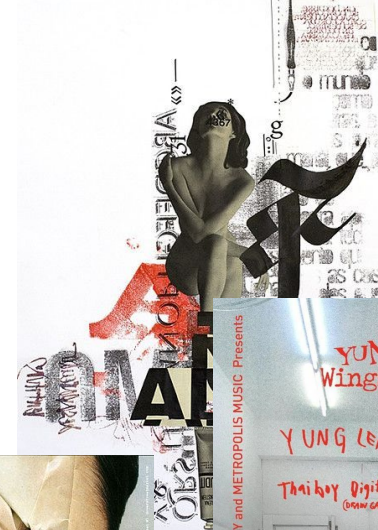
*Each response should take around 3-4 hours. You can use your own images, stock imagery, or your own sketches.*

***Your response should be inspired by research and artists you have already looked at (It can be informed by your designers from response 1 & 2 or it can be inspired by either of the campaigns you have researched as part of your SIL). For higher marks incorporate some information from your theme research such as a statistic, a fact, a quote, lyrics or a poem etc.***

Photoshop/Illustrator	Hand Made
Digital Typography (photoshop)	Hand drawn lettering
Digital Typography (illustrator)	3D or hand made typography
Logo/Icon design (illustrator)	Hand illustration - fineliner, ink, watercolour etc.
Animation/Gifs/Rotoscoping	Mixed media collage or mark making
Digital pattern design	Risograph/photocopy art
Digital Collage (photoshop)	Stencils and spray paint
Digital Drawing (photoshop)	Hand edits/layering using photographs
3 Tone Digital Illustration (illustrator)	Hand collage with photographs/other
Minimal or Line Illustration (Illustrator)	Stop Motion Animation
Digital Photo edits and layering (photoshop)	Darkroom/Photograms

# TASK 3: Mini Responses examples

What can you  
make from hom

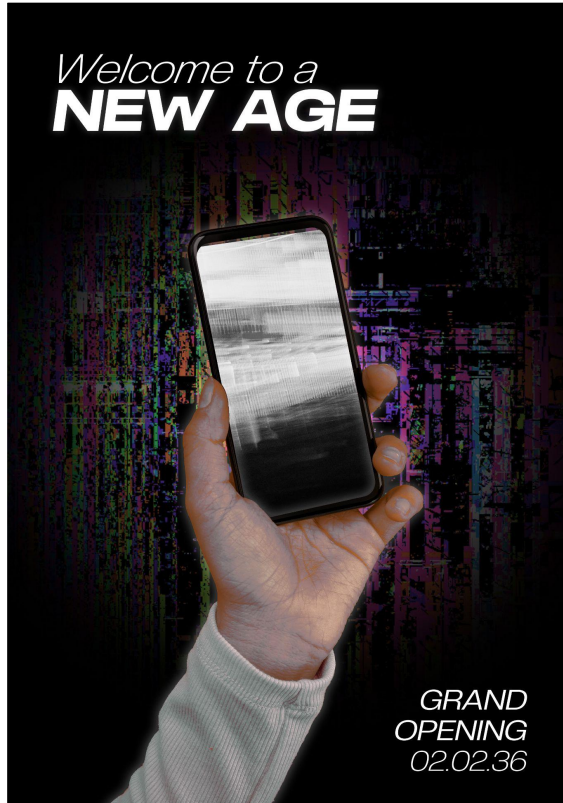


YUNG LEAN  
Wings.Of.DESIRE  
+ Pop up shop  
Thaiho Digital  
(brown canvas)  
YVES TUMOR  
(n/a) (brown canvas)  
ECCOIRK  
(brown canvas)  
BLANK  
(brown canvas)  
Dicks: 3PM  
Curfew: 11PM  
AGE: 18+  
(NUMBER 14  
WITH ADULT)  
2018.11.21  
Tickets: wingsofdesire.year0001.com  
Q: Academy & Arts

# Mini Responses examples

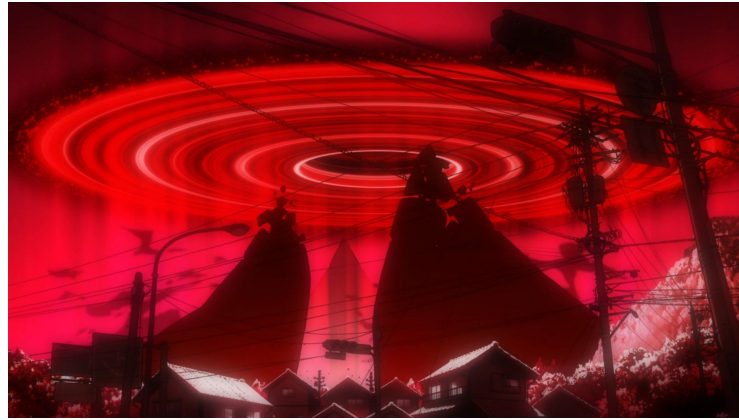


# Mini Responses examples





# Mini Responses examples

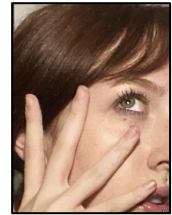
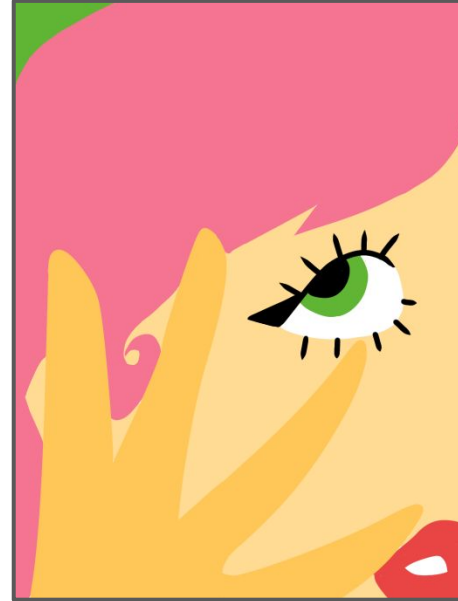
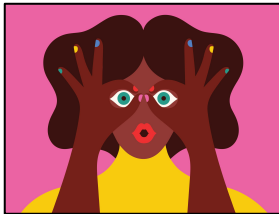




# Mini Responses examples



# Mini Responses examples

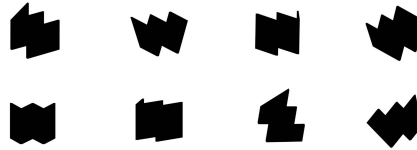


# TASK 4: Logo sketches

**4** – For task 4 you will need to **focus on one of your project briefs that you have already written**. You may have generated the idea of creating packaging for a toy or the front cover of a recipe book or even a whole comic franchise...

**Choose one of these ideas and generate ideas for a logo that represents that product. Produce a minimum of 60 sketches of your logo idea.** You will be making this logo in illustrator when you return after the summer holidays.

View the below for guidance on how to complete the sketches



Present your logo sketches up on your slides - either scan them in or use Adobe scan on your phone

# Thumbnail Sketches 1

## Initial letter/s

Abstraction

Deconstruction

Tessellation

A variety of ideas

Show development of ideas



### AO1 CONTEXTUAL UNDERSTANDING

Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding

### AO2 CREATIVE MAKING

Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops

### AO3 REFLECTIVE RECORDING

Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress

### AO4 PERSONAL PRESENTATION

Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements

# Thumbnail Sketches 2

## Company Name

Abstraction

Deconstruction

Tessellation

A variety of ideas

Show development of ideas



### AO1 CONTEXTUAL UNDERSTANDING

Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding

### AO2 CREATIVE MAKING

Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops

### AO3 REFLECTIVE RECORDING

Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress

### AO4 PERSONAL PRESENTATION

Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements



# Thumbnail Sketches 3

## Image/Shape - Representative Form

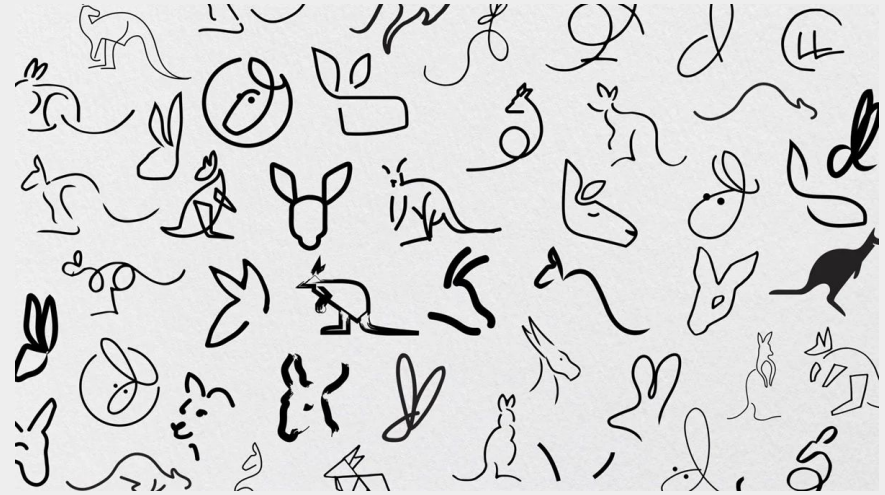
Abstraction

Deconstruction

Tessellation

A variety of ideas

Show development of ideas



### AO1 CONTEXTUAL UNDERSTANDING

*Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding*

### AO2 CREATIVE MAKING

*Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops*

### AO3 REFLECTIVE RECORDING

*Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress*

### AO4 PERSONAL PRESENTATION

*Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements*

FILM  
PROJECT  
Shape.

Dynamic, Interlinked lettering = movement

Shape + angles will be central to the typographic style of my workmark and will carry through into my overall design - exploration of abstract shape in negative overlay.

CINEASTE  
FILM FEST.  
2022

Inspiration - Pentagram's logo design for the Criteria collection

Inspiration - Piet Mondrian's  
Interlinking typographic  
design.

CINGASTE  
FILM FESTIVAL

Inspiration →  
Piet Zwart  
brutal lettering

CINEASTE  
FILM •  
FESTIVAL

Heavy structures accommodate image use.

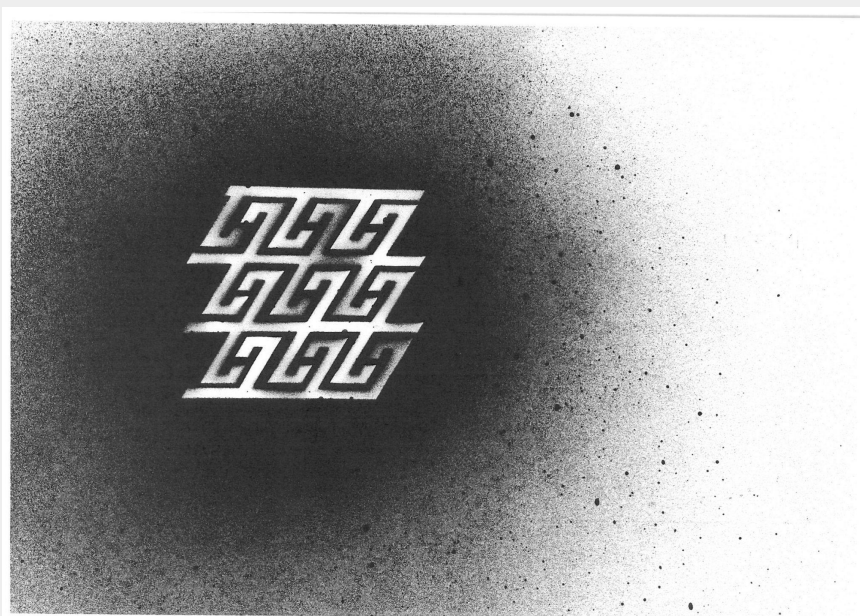
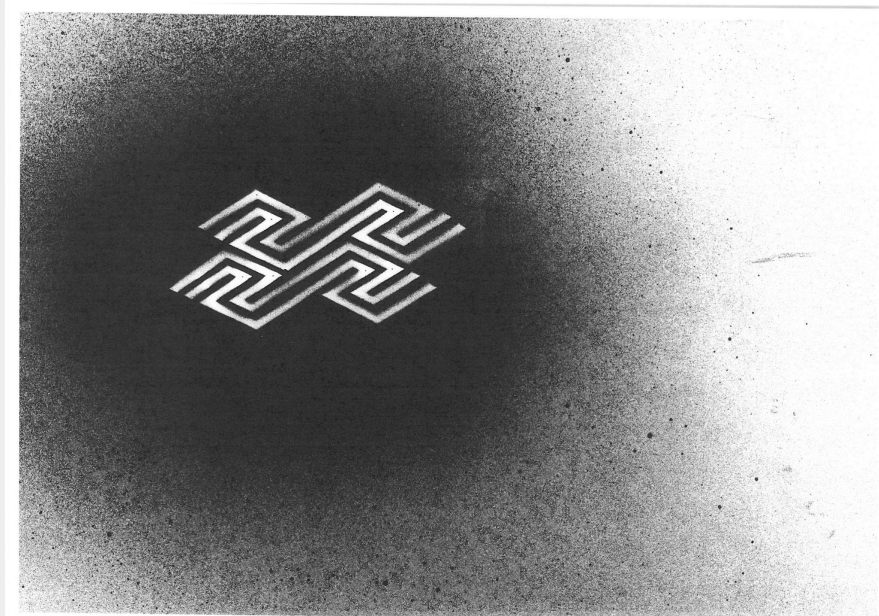
Consider how to structure letter w/ broader info.

Same letter structure could adopt different patterns to create a dynamic varied logo.

CINEASTE  
FILM  
FESTIVAL

1.11.22  
12.1.23

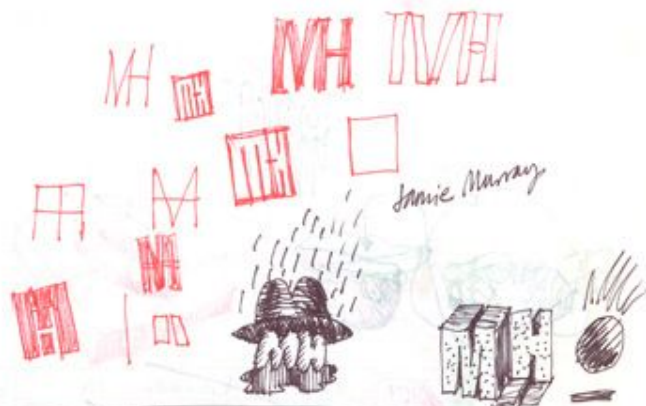






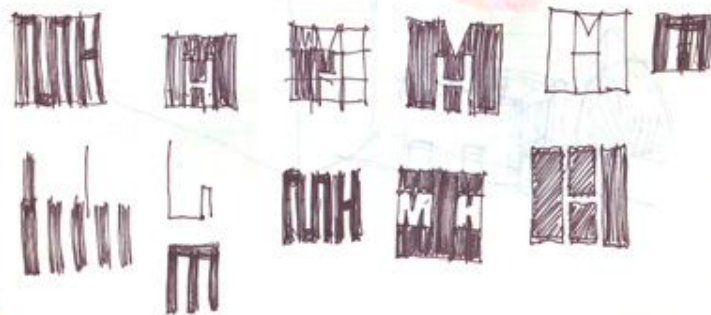
**Aetna**

International Division 11/21/89



Janie Murray

• legal notice at bottom



Ann Runkle

301-909-4900

Michael Gorman

915-543-6745

Tony Russell

431-8770

Corbin Graphics

695-4044

Bernard

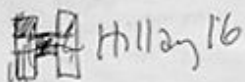
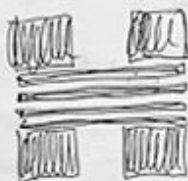
Pierre Bonnard/Gyeno

Jan 10  
March





mosaic



Hillary 16

Common ground  
Smart compromise  
Consensus building



Future facing

Tenacity vs. Relatability  
Average Americans



spanning  
sides -  
crossing  
the aisle



Future-oriented  
red/blue



or with  
an inline



Hillary 16

points at the name

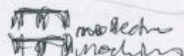


Good: FORWARD  
Bad: MOVING TO THE RIGHT?

126



genre



x 22

center



center to  
terrestrial  
sensing

or



center for  
terrestrial  
sensing

light  
same size

initiation / SLGS / labs

re-think  
food

or

re-think  
food

↑  
w/  
workweek

initiation + joint programs (as endorser)

light - [ program of



on  
entirety of



fellows

director program



MIT  
Media  
Lab  
Director  
Fellows  
Program

bold + red (or other color)  
green

or



MIT  
Media  
Lab

Director  
Fellows  
Program

red

MIT

