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.





Research

2 hours

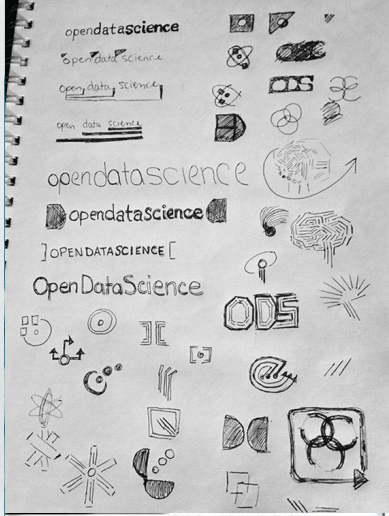
1. *Pick either an existing **food/restaurant brand** or a **clothing brand** you want to redesign e.g. taco bell, zara, adidas, nandos, kellogs etc.*
2. *Produce a **mood board of at least 10 food or clothing logo designs** using pinterest that you like the style of. **Write a short paragraph** explaining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

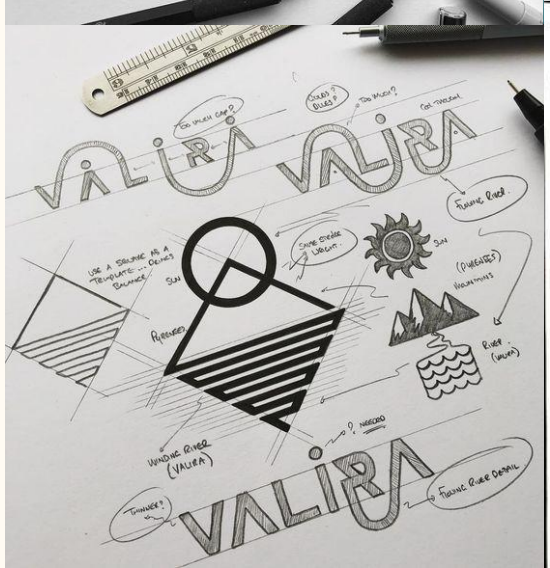
Develop

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!*





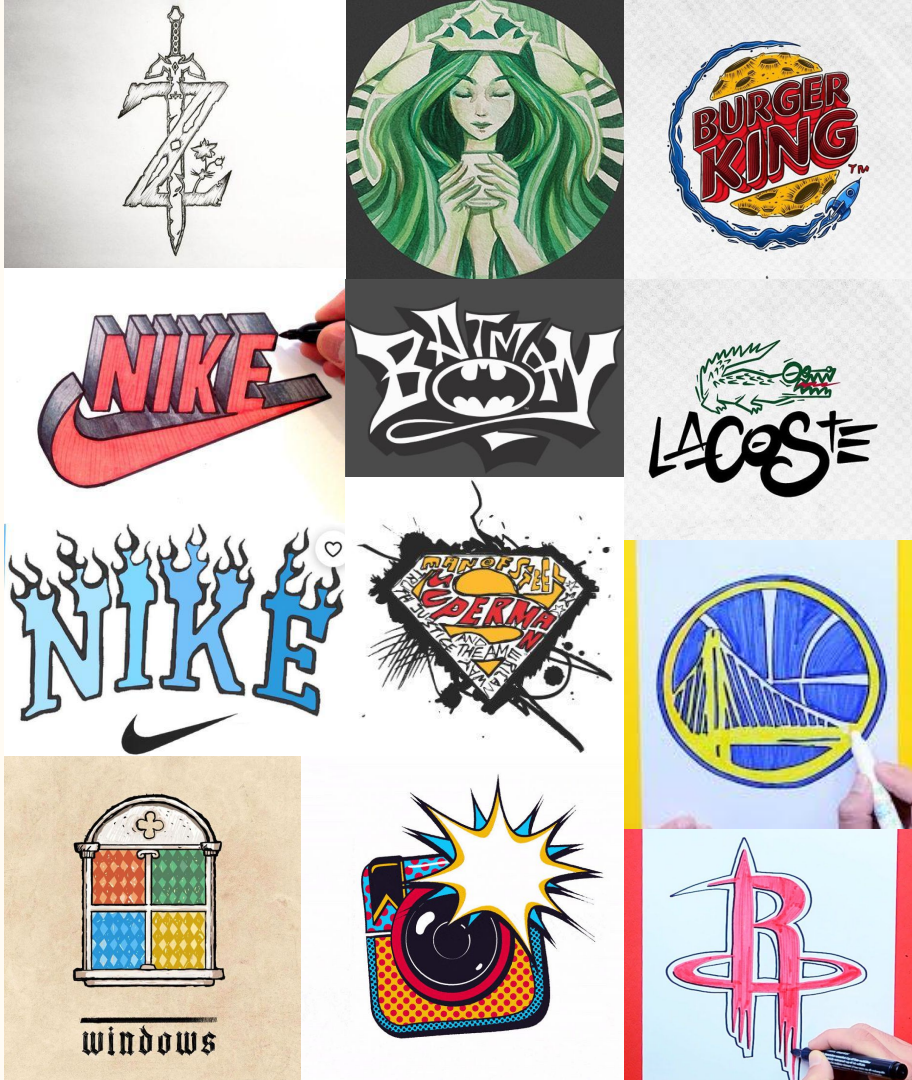




Make

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. *If using Canva start with a blank logo design by pressing **templates** in the column on the left. Choose **logo**, then **create a blank logo** then use the **elements** and **text** options on the left to create your design.*





SUBMIT for Sept 2027 start

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

For students who have been interviewed between on our **first, second or third interview evenings** (3rd November 2026, 15th December 2026, 2nd March 2027) the deadline for portfolio submission is **Friday 28th May 2027.**

For students who have been interviewed on our **fourth or fifth interview evenings** (27th April 2027 or 8th June 2027) the deadline for portfolio submission is **Friday 2nd July 2027.**

No portfolio submissions will be accepted after the dates specified above.