

Y11-12 Graphics Communication Transition Work 2020

We are very pleased you have chosen Graphics. The course is quite different to the DT GCSE you may have done this year and is closer in content to an Art GCSE – This will be explained in further detail once we start the course properly.

It is a very creative course where you will learn and practice a range of different media and processes including traditional printing methods such as screen printing, lino printing and mono printing. You will develop your drawing skills, painting, collage and use computer-based applications such as Photoshop & Illustrator. In Y12 you will try these different processes while you work towards creating a range of products and follow a design brief. In the final term of Y12 you will write your own design brief, create your own project and refine your skills.

You all have different situations at home and varying degrees of resources to hand. Hopefully, you have access to computers as you will need to carry some research.

So for now we are going to start by working on a 'mini project' which will use some of the skills needed for the course.

Design Brief:

You have been commissioned to design the branding for a new fragrance to be sold in either high street shops, boutiques, online or anywhere else of your choosing.

The product branding will include the bottle/vessel to contain the fragrance and packaging. The packaging will be branded with the colour, pattern, typography/logo and any other imagery needed.

Task 1 – Research

- **Page of research into current market trends** – what fragrance products currently exist on the market? Collect around 15-20 images and present them in an attractive way (20 minutes approx)
- **Design Driver Mood Board** – this is the inspiration for your new product. Collect a wide range of images that are going to guide and inspire your design work. Think about who your product is for... who is the target user (age, gender, culture)? You could think about a theme, an aesthetic quality, design movement/style or key word/s... eg Nature, Future, Industrial, Rustic, Utopia, Regional, Minimalism... etc
Think about possible colour palettes, textures and materials. Present them in an attractive way. (40 minutes approx)

These can be presented either digitally or on paper/board

See an example below based around nature:

research: themes



This mood board is based on a possible theme for my fragrance product that I am going to design and create.

This mood board revolves around a natural theme. With my fragrance I am planning to make a natural scent, so for this board I looked at pebbles, sea glass, and the colour palettes of the ocean.



I looked at the shape and textures of pebbles and sea glass, which commonly have a smooth surface, which could inspire the shape of the perfume bottle.

By focusing on the theme of nature for this project, I could reflect the theme and create a perfume that would be better for the environment.



Here I looked at different textures that could inspire the perfume bottle design, also focusing on the colours.

