

Graphic Communication

Subject level A-level

Resource site www.wqe.ac.uk/tasteractivities

Teacher Melanie Harper

Subject context Creating great Graphic Design that communicates messages requires the exploration of a combination of typography, layout and imagery. Neville Brody said: “**Typography is a hidden tool of manipulation within society**”. So here we will be using typography as a creative tool to develop a postcard design with a message that gets the viewer to think.

Deadline We would love to see your creations when lessons begin.

Estimated time required to complete activity 3 hours

Activity details 1. Collect: magazines, newspapers, packaging so that you have some lettering to cut out. You could even examples of handwriting.

Produce an A5 typographic design 2. Choose a quote, look online, it can be about anything you're really interested in, it might be political, a song lyric, a joke or a piece of wisdom. Whatever it is, I should be brief, not a paragraph. Can you find an image that could be relevant to it?

Research Designers 3. Cut up or tear up your collected words, do you have the letters to spell it out? Have a look at David Carson and Neville Brody, what about Paula Scher or Cecil Touchon. Think about the size and style of the different letters, do you want sharp edges cut with scissors or ripped edges?

Cut out and collage words and image

4. Move your image and words/letters around before you stick them down. Negative space is also important in the composition. Do you need to see all of the word or letters? Maybe not..... Stick your pieces down when you are happy with it. (use glue or Sellotape).

Record the viewers opinion

5. Show your design to someone else at home. Record what they think it says and what it's about.