#### ASHBOURNE COLLEGE SCHEME OF WORK

ACADEMIC YEAR... 2017 - 2018

SUBJECT... GRAPHIC COMMUNICATION

LEVEL... A2 (Component 1: Personal Investigation)

TUTOR/S RESPONSIBLE FOR SCHEME... Jak

TUTOR/S RESPONSIBLE FOR TEACHING... Jak

SPECIFICATION TITLE/NUMBER GRAPHIC COMMUNICATION (7203/C)

PROJECT TITLE... 'Designs for Communication & Conceptual Design Basics'

#### Please Note:

- This is a personal investigation unit; students are required to select their own topics and themes.
- egraphic Communication is an intensive exploration of the fundamental principles of graphic design through a series of weekly studio assignments and critiques, supplemented by short readings, class discussions and tutorials. The classes focus on developing the ability to skilfully manipulate and combine core design elements such as type, shape and image, to transmit meaning and values. Students will investigate the use of communicative tools such as composition, colour, hierarchy, scale, rhythm, and visual metaphor. To foster a better understanding and appreciation of craft and materials, students will work by hand and explore simple analogue processes and they will move on to work with computer creative programmes such as Adobe Photoshop, Adobe Illustrator, InDesign, and After Effects, etc. There will be a few tutorials to facilitate this transition, however, the class is not software-orientated and students will be partly responsible for practising themselves. The additive, systematic nature of the assignments are designed to help students develop a working process that leads to a body of accomplished visual work, as well as a vocabulary for critically engaging that work, laying a solid foundation for further studies. For this Personal Investigation, the scheme of work is created for many different bodies of the whole project such as: designing brand & identity across media, print: posters, brochures, leaflets, flyers, etc, environmental graphics: exhibition & signage, interaction & motion designs: digital devices, media platforms and/or film/TV title sequences, station (channel) identities, ads advertising & promotional materials (print & electronic), packaging and shopping bag designs for products and/or foods. Students are responsible for gathering instructional information, procedure, coursework and project guidelines on the assigned date. Planning, Research and Contextual Studies are expected as homework for any project assigned. All assigned projects must be completed and handed in on their due date for
- Students will be encouraged and persuaded to work from short briefs (briefs will be given to each student based on topic and project) and attend class critique so as to stimulate the development of their independent study and prepare them for a higher education. Also students will be given a handout and a book of suggestions to read for each topic.
- This component requires WRITTEN SUPPORTING ESSAY OF One Three Thousand words.
- **6** All students are required to have their own: a DSLR & Interchangeable lens (mirrorless) cameras with HD video mode, b) a home computer and/or a laptop with a Photoshop CC and other creative programmes installed and c) A Dropbox and AirDrop applications must be active on their computers so that they can transfer, save their work and do homework. All equipment must be maintained and updated.
- **6** All students are responsible for saving and protecting their own work on the school server, and making regular and thorough backups.
- All students are required to used and check their Ashbourne email accounts
- Students are expected to have respect for the property and others in the classroom. The conduct policy for this class prohibits the following behaviour: a) late arrival and missing attendance, b) bringing in hot foods & hot drinks, eating or drinking near the computers, c) excessive or distracting conversation, disruption of class by use of

mobile phones, audible beepers and instant messaging. In accordance with the school policy, any student guilty of the above may be dismissed from the class, and/or be referred for further discipline proceedings.

## AVAILABLE TEACHING WEEKS... 20 weeks

WEEK	TOPIC	POSSIBLE/SUGGESTED HOMEWORK	AVAILABLE RESOURCES
1, 2 & 3	■ Students will learn to improve their design skills and techniques using a variety	■ Reference and Contextual	Pincas Stephane & Loiseau Marc.
$4^{th} - 22^{nd}$	of tools. In the class, students will design and create a variety of projects, both by	Students study:	(2008). History of Advertising: Creative
Sept.	hand and by using computer graphic design programs. They will maintain good	Reference material should be presented in the	Promotion. Taschen. London
	studio organization and careful use of a variety of equipment and tools. They are	contextual studies note book, along with	
	expected to maintain facilities in an appropriate working condition.	written notes - these notes should include	Berger John. (2008). Ways of Seeing.
	■ Rules & Regulations: Health & safety warning when working with equipment in	personal opinions about the photographers'	Penguin Classics
	YGP & Darkroom and printing chemicals	and artists' work as well as evaluation about	
	A brief introduction to:	the students own images. For research, consult	Pricken Mario. (2008). Creative
	• the project: What is branding? What is Advertising? What is Promotional	the work of as many artists as possible.	Advertising: Ideas and Techniques
	Material? and What is Packaging?	Students are asked to base their research on	from the World's Best Campaigns.
	various types of Print advertising (Posters, Billboards, Banners, etc,) and	what they are considering to attempt for the	Thames and Hudson. London
	Publications (Magazines, Newspapers, Brochures, Leaflets: (the 'Enquirers' series,	practical response. Also to make links and	
	the 'Believers' series and the 'Presentation' series), Direct mails, Newsletter, etc,.	explain the connections that exists between	Foster John. (2008). New Masters of
	electronic advertising: Television, Radio, Online, Mobile and Social Network	these artists and the development of their	Poster Design: Poster Design for the
	available equipment, technology and media (still & video cameras, image &	ideas.	Next Century. Rockport. London
	sound editing, computer and digital programs.		
	digital equipment and computer programmes	> Students research, study, collect and	Weill Alain. (2004). <i>Graphics: A</i>
	• various types of packaging: What makes good packaging? What's on the	comment on example works of the following	Century of Poster and Advertising
	package?	advertising agencies, artists typographers &	Design. Thames & Hudson London
	■ brand differentiation	graphic designers: Saul Bass, Paul Rand,	
	<ul><li>packaging, advertising and communication</li></ul>	Neville Brody, Christopher Wool, Ni9e, Craig	Chen Design Associates. (2006).
	• various types of material and protection	Ward, Stefan Sagmeister, Alex Trochut, Mike	Fingerprint: The Art of Using
	• various types of labels	Stilkey, James Victore, Peter Max, Boris	Handmade Elements in Graphic Desig.
	• various types of surface graphics	Bonev, Joao Oliveira, etc.	How Design Books. London
	• various types of visuals and images		
	• various types of graphic information: symbols, icons and barcodes system, etc.	• Lists of advertising agencies, artists	Flam Kimberly. (1990). Expressive
	• the darkroom equipment, darkroom paper types as well as health & safety care	typographers & graphic designers will be	<i>Typography – The Word as Image</i> . Van
	when working in the darkroom.	given to each student relating to their	Nostrand Reinhold
	• the written supporting essay and the Harvard system bibliography	product/brand choice.	
	■ Individual discussions: Themes & Concepts, Personal Interests, Styles,		D&AD. (2011). <i>D&amp;AD</i> , the Copy Book.
	Techniques & Media.	□ Reading: 'Meaningful: The Story of Ideas	Taschen GmbH
		That Fly'by Bernadette Jiwa	

**Designing Brand Identity:** illuminates the difference between brand & brand identity - *handout will be given to students*Introduction to:

- what is brand and brand primary function?
- brand touchpoints: advertising, signage, publications, websites, social network, etc.
- what is brand identity? What is branding?
- principles for designing a strong brand
- brandmarks, topology marks, etc.

Theoretical Studies, students are required to research and study on the list bellow:

- a) Branding; when is launch, consumer target group/age, what is the brand logo and image this is important for their sketchbook and for them to understand the brand well before starting their design.
- b) The product/brand advertising campaigns and media; where, when & how often/ for how long they plan the ads to be published i.e. magazine ads in how many magazines is the product be advertised and how long for weeks, months, outdoor ads what type of ads; posters, billboards, banners, bus ads where on the bus; sides, back or both they have to jot all these down and of course take photos to put in their sketchbook!
- c) History of advertising & media i.e. magazine & newspaper ads, outdoor ads i.e. posters, billboards and banners and electronic ads
- d) History of Posters
- e) The product/brand packaging and shopping bag styles, colours and images Individual discussions: Themes & Concepts, Personal Interests, Styles, Techniques & Media

Practical work, students are required to create/design on the list below:

Brandmarks, wordmarks, letterforms, emblems, pictorial, logotype & signature & abstract/symbolic marks - Assignment Brief will be given to students

 $A\ signature\ is\ the\ structured\ relationship\ between\ a\ logotype,\ brandmarks\ \&\ tagline...$ 

- Sketching for ideas
- ▶ Drawing & painting into design
- ▶ Computer Graphics: Scanning, Cleaning & Adding Effects
- ▶ Sketchbook & e-sketchbook presentations, comment and written notes

   Consideration & caution
- $\bullet \hbox{Colours (\it colour creates emotion, triggers memory \& gives sensation...}$
- •Typography (typography is a core building block of an effective identity programme. The right typefaces embody, promote & complement a great brand... support the positioning strategy and information hierarchy)

- > Complete the remaining work
- ▶ Sketchbook presentations, comment and written notes

### ☐ Museum & Gallery visiting:

- lists of exhibitions, museums & galleries will be emailed, given to students as well pinned on the notice board in the classroom.
- ☐ University Open days visiting (A2 & A1 students only):
- lists of Universities will be emailed, given to students as well pinned on the notice board in the classroom

D&AD; D&AD. (2010). *The Best Advertising and Design in the World* Taschen

Barry P. (2012). *The Advertising*Concept Book: Think Now, Design

Later. Thames and Hudson

Calver Giles. (2004) What is packaging design? Essential Design Handbooks. Roto Vision SA.

Lois George. (2012). Damn Good Advice (For People With Talent!): How To Unleash Your Creative Potential. Phaidon Press

Himpe Tom. (2008). Advertising is Dead: Long Live Advertising! Thames & Hudson Ltd

Wheeler, Alina. (2013). *Designing Brand Identity*. Canada: John Wiley & Sons, Inc.,

Internet YouTube and Social Network

	Technical and Practical Considerations: Drawing, Pencils & Pen, Colour & Texture, Painting, Paper cuts, Stencil, Collage, Computer Graphic & Multimedia ■ Note: First draft/sketch must be present for feedback on Friday 15 <sup>th</sup> Sept. 2017 and final outcome due for class critique on Friday, 22 <sup>nd</sup> Sept. 2017 (TBC)		
4, 5 & 6	Visual: Photography and Illustrations	➤ Complete the remaining work	Burtenshaw K. Maho N. & Barfoot C.
25 <sup>th</sup>	Photography & Illustrations (caricatures & character designs, 2 & 3D)	■ Reference and Contextual	(2006). The Fundamentals of Creative
September	Imagery is a staple of much packaging design because it is so immediately	Students study:	Advertising, AVA Publishing
- 13 <sup>th</sup>	powerful and also has the ability to differentiate one brand from another.	Reference material should be presented in the	
October	Introduction to:	contextual studies note book, along with	Stoklossa Uwe. & Rempen Thomas.
	■ various types of Illustrations (for advertising and packaging)	written notes - these notes should include	(2010) Advertising: New Techniques
	■ various types of digital cameras, devices, equipment, recorders, and animation	personal opinions about the photographers'	for Visual Seduction, Thames &
	programmes	and artists' work as well as evaluation about	Hudson
	collages & photomontages	the students own images. For research, consult	
	A picture can be cut into a pattern of slices, disks or squares, then rearranges out	the work of as many artists as possible.	Tondreau Beth. (2011). Layout
	of register, or interleaved with another sliced photographic image. A montage is a	Students are asked to base their research on	Essentials: 100 Design Principles for
	construction of photographs arrange so that they join, overlap or blend with one	what they are considering to attempt for the	Using Grids (Essential Design
	another.	practical response. Also to make links and	Handbooks)
	<ul><li>altered and manipulation</li><li>Photo manipulation is an ever-evolving collaboration between photography and</li></ul>	explain the connections that exists between these artists and the development of their	Susan Sontag. (2002). On Photography.
	graphic design. Combining certain elements to create a unique image, that can	ideas.	Penguin Classics. London
	convince even the most experienced set of eyes, requires a very creative set of	lucas.	r engum Classics. London
	skills.	➤ Students research, study, collect and	Charlotte Cotton. (2009). <i>The</i>
	various types of animations & moving image: basic handmade animations:	comment on example works of the following	Photograph as Contemporary Art (new
	(Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope),	advertising agencies, artists typographers &	edition). Thames & Hudson. London
	films and digital animations	graphic designers: Saul Bass, Paul Rand,	,
	Practical work, students are required to create/design images (individual concept	Neville Brody, Christopher Wool, Ni9e, Craig	Diane Routex. (2012). Crazy
	&theme) and participate on the list below:	Ward, Stefan Sagmeister, Alex Trochut, Mike	Photography. Vivays Publishing.
	▶ Individual discussions: Personal Interests, Styles, Techniques & Media	Stilkey, James Victore, Peter Max, Boris	London
	▶ Exploring & Visualising Ideas	Bonev, Joao Oliveira, etc.	
	▶ Collecting & selecting sample images of illustrations, photo-illustrations from		Internet
	newspapers & magazines	• Lists of advertising agencies, artists	YouTube and
	Sketching for ideas	typographers & graphic designers will be	Social Network
	Drawing & Painting into design	given to each student relating to their	
	> Students create illustrations from the following media & techniques: > Collages,	product/brand choice.	
	>Paper-cut,	> Complete the remaining work	

	<ul> <li>Doodle/zentangle techniques</li> <li>Computer Graphics: Scanning, Cleaning &amp; Adding Effects</li> <li>Analog and digital</li> <li>Illustrator and Photoshop phrogrammes</li> <li>Sketchbook &amp; e-sketchbook presentations, comment and written notes</li> <li>■ Note: First draft/sketch must be present for feedback on Friday 29<sup>th</sup> Sept. 2017 and final outcome hand-in for class critique is on Friday, 13<sup>th</sup> October 2017 (TBC)</li> </ul>	➤ Sketchbook presentations, comment and written notes  □ Reading: a) 'Visual and other pleasures', part IV 'Avant-Garde' by Laura Mulvey b) 'On Photography' by Susan Sontag  □ Museum & Gallery visiting: • lists of exhibitions, museums & galleries will be emailed, given to students as well pinned on the notice board in the classroom.	
7, 8 -&9 16 <sup>th</sup>	Advertising & promotional materials (1): Poster, Billboards, Publication	Reference and Contextual Students study:	Berger John. (2008). Ways of Seeing.
16 <sup>th</sup> October − 10 <sup>th</sup> November  ■ Note: a) trip to Florence; Tue 17 <sup>th</sup> − 20 <sup>th</sup> Oct. b) Half- term; 23nd −27 <sup>th</sup> Oct.	Designs Electronic Advertising: TV, Internet, Mobile & e-Books Poster Designs: Stereotypical Posters (word & image) Students are to required to create a series of 3 various media advertisements (TV, Print & Internet) with the following criteria:  a) they must first identify which media and magazine they have chosen to place their advertisements in and why (including research producing a thorough audience definition using psychographics, demographics and behavioral characteristics) b) they must use of stereotypical images and language is expressly prohibited. c) at least one of the ads must be copy-heavy (mainly typography) Introduction to:  print advertising & promotional material: editorials, outdoors, kiosks and airport advertising, publications, etc., electronic advertising: mobile, web designs, blogs, apps, moving images, etc., Theoretical Studies, students are required to research and study on the list bellow: a) a brief history of advertising b) social media/network (social media/network has become the fastest-growing in the advertising marking. Mobile & smartphone devices have become second nature: check emails, read news, conduct business, watch films, etc.) c) apps & their icons d) editorials & publications e) posters, billboards  Practical works, students are required to create/design on the following topics: Print Advertising: Poster, Billboards, Publication Designs	<ul> <li>Lists of advertising agencies, artists typographers &amp; graphic designers will be given to each student relating to their product/brand choice.</li> <li>Complete the remaining work</li> <li>Sketchbook presentations, comment and written notes</li> <li>Museum &amp; Gallery visiting: <ul> <li>lists of exhibitions, museums &amp; galleries will be emailed, given to students as well pinned on the notice board in the classroom.</li> <li>Reading suggestions: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald</li> <li>b) 'Way of Seeing' by John Berger</li> <li>c) 'How to make it as an advertising creative' by Simon Veksner</li> <li>d) 'Originals: How Non-conformists Change the World' by Adam Grant and Sheryl Sandberg</li> </ul> </li> </ul>	Gill Eric. (2013). An Essay on Typography. Penguin Classics  D&AD. (2011). D&AD, the Copy Book. Taschen GmbH  D&AD D&AD. (2010). The Best Advertising and Design in the World Taschen  Barry P. (2012). The Advertising Concept Book: Think Now, Design Later. Thames and Hudson  Lois George. (2012). Damn Good Advice (For People With Talent!): How To Unleash Your Creative Potential. Phaidon Press  Himpe Tom. (2008). Advertising is Dead: Long Live Advertising! Thames & Hudson Ltd

Electronic Advertising: TV, Internet, Mobile & e-Books Avella N. (2006). Paper Engineering. Switzerland: Rotovision Poster Designs: Stereotypical Posters (word & image) > Students are required to create a 3 set serie of posters - Assignment Brief will be Internet given to students YouTube and Type is a visual element – it is first & foremost pure shape. We can alter the shape of a Social Network letterform by adding or deleting parts. We can stretch, bend, or manipulate letter shape to reinforce the meaning of the message that we create. Type becomes a magic tool capable of expressing ant subject matter or emotion. Expressive typography is a term used to describe the techniques of reshaping a word or text block into an illustration reflecting its own content -type has a voice, it can shout or whisper. In this assignment students are taught to select & choose a typeface which consistent with the message that they try to deliver. A typeface's visual personality can enhance or detract from its goal to reach a specific audience. Practical works: ▶ A brief introduction to Typography > Selecting font for Title & sub title > Text/Fonts choice, size, colours, format & style ▶ Layout Designs ▶ Sketching for ideas Drawing & painting into design > Form, format, contents, size & scale > Shadow & outline ▶ 2 & 3D ▶ Materials > Surface Graphics (to add richness and depth to designs and other works and supporting backdrops for text, icons, illustrations or photographs as long as they do not overwhelm the items that are placed on top). ▶ Sketchbook presentations, comment and written notes ■ Individual discussions: Themes & Concepts, Personal Interests, Styles, Techniques & Media. Technical and Practical Considerations: Drawing, Pencils & Pen, Colour & Texture, Painting, Paper cuts, Stencil, Collage, Computer Graphic & Multimedia ■ Mock Exam

# HALF -TERM Monday 23<sup>rd</sup> to Friday 27<sup>th</sup> October

@ Portfolio workshop for all students who are applying to Art & Design Courses, Portfolio Preparation for Further Studies (BA & FDA) & Preparation for University interviews ⊚ Complete outstanding/remaining work 

Note: lists of reading articles, books, magazines, exhibitions, museums & galleries will be emailed, given to students as well pinned on the notice board in the classroom.

■ Mock exam: topic/exam questions will be given

Southern Search Study, collect and comment on example works of the following artists, animators, designers and photographers. Roy Nern Ed. Ghen. Miguel productions or extended to create a 3 set serie of posters - Assignment Brief will be given to students Introduction to:   **Oster Designs** Typo-Poster** (Typo-Poster**) (Typo-Pos	1.2	Designs	Students study:	Great Cuts Every Filmmaker and Movie
October -   24th   November	13	Designs  Floatronic Advantising TV Internet Mobile & a Rocks	·	· · · · · · · · · · · · · · · · · · ·
November   Students are required to create a 3 set serie of posters - Assignment Brief will be given to students   Introduction to:   digital cameras, recorders, and animation programmes   social media/network (social media/network has become the fastest-growing in the advertising marking, Mobile & smartphone devices have become second nature: check emails, read news, conduct business, watch films, etc.)   Lists of animators, film makers, photographers: RDy Kerr, Ed Chen, Miguel Jiron, Freddy Arenas and   Lists of animators, film makers, photographers, illustrators and artists will be given to each student   Court out & Silmbeuter, Shadow play, Flip book, Stop motion and l'haumatrope), films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or changing an existing sound   museum & Gallery visiting   lists of emiliation and internet hamilators Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop in the emailed aligner to students as well pinned on the notice board in the classroom.   Reading: a) 'Representing Women: Myths of Feminianity in the Popular Media' by Myra Macdonald   b) 'Way of Seeing' by John Berger   C) 'How to make it as an advertising creative' by Simon Vesker works: frames, sequences and storyboards   Camera works: frames, sequences and storyboards   Camera works: frames, sequences and storyboards   Seete, background, prop   Transfer the Handmade (still) animation to digital and visual effects   Movie & Adobe After Effect tutorials & practice   Movie & Adobe After Effect tutorials & practice   Simon vesker   Seen, background, prop   Transfer the Handmade (still) animation to digital and visual effects   Movie & Adobe After Effect tutorials & practice   Simon vesker   Seen, background, prop   Transfer the Handmade (still) animation to digital and visual effects   Movie & Adobe After Effect tutorials & practice   Simon vesker   Seen, background, prop   Seen, background, prop   Seen, background, prop   Seen, background, prop   Seen, b				
November   Riven to students   Introduction to:   digital cameras, recorders, and animation programmes   social media/network (social media/network has become the fastest-growting in the advertising marking. Mobile & smartphone devices have become second nature: check emails, read news, conduct business, watch films, etc.)   apps & their icons   various types of animations & moving image: basic handmade animations: (Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope), films and digital animations: Adobe After Effects CS6. Photoshop, iMove and/or Flash)   computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound   music and sound effects   Individual discussions, concept, theme, personal interests & techniques   Practical works, students are required to research and study on the list above.   Fixploring & Visualising Ideas   Practical works, students are required to create/design on the following topics:   Exploring & Visualising Ideas   Practical works, frames and angles   Character Studies   Sketching for ideas   Secene, background, prop   Transfer the Handmade (still) animation to digital and visual effects   Editing, Sound and Special Effect   Individual Advertising & promotional materials (3): Poster, Billboards, Publication   Designs   Materials (3): Poster, Billboards, Publication   Designs   Electronic Advertising: TV, Internet, Mobile & e-Books   Poster Billboards, Publication   Poster Bill			1	Productions
Introduction to:  digital cameras, recorders, and animation programmes  social media/network (social media/network has become the fastest-growing in the advertising marking, Mobile & smartphone devices have become second nature: check emails, read news, conduct business, watch films, etc.)  apps & their icons  various types of animations & moving image: basic handmade animations: (Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope). films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or Flash)  computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound  music and sound effects  b Individual discussions, concept, theme, personal interests & techniques  Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to research and study on the list above.  Exploring & Visualising Ideas  Practical works: frames and angles  Camera works: frames and angles  Character Studies  Seeche, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Editing, Sound and Special Effect  Movie & Adobe After Effect tutorials & practice  Advertising & promotional materials (3): Poster, Billboards, Publication  Designs  Iiron, Freddy Arenas and  Lists of animators, fill makers,  Lists of animators, fill makers.  Stote studient  Complete the remaining work  Schethobog presentations, comment and written notes  Museum & Gallery visiting  Museum & Galler		<u> </u>	_	
digital cameras, recorders, and animation programmes   Social media/network (social media/network has become the fastest-growing in the advertising making, Mobile & smartphone devices have become second nature: check emails, read news, conduct business, watch films, etc.)   apps & their icons   various types of animations & moving image: basic handmade animations: (Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope), films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or Flash)   computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound   music and sound effects   midvidual discussions, concept, theme, personal interests & techniques   Practical works, students are required to research and study on the list above.   Practical works, students are required to research and study on the following topics:   Exploring & Visualising Ideas   Practical works, frames and angles   Character Studies   Secten, background, prop   Transfer the Handmade (still) animation to digital and visual effects   Movie & Adobe After Effect tutorials & practice!   Advertising & promotional materials (3): Poster, Billboards, Publication   Designs   Electronic Advertising: TV, Internet, Mobile & e-Books   Screen, background, prop   Designs   Electronic Advertising: TV, Internet, Mobile & e-Books   Screen, background, prop   Designs   Character Advertising: TV, Internet, Mobile & e-Books   Cassical company librations   Complete memaining work   Sketchbook presentations, comment and written notes   Complete memaining work   Sketchbook presentations, comment and written notes   Complete memaining work   Sketchbook presentations, comment and written notes   Complete memaining work   Sketchbook presentations, comment and written notes   Complete memaining work   Sketchbook presentations, comment and written notes   Complete memaining work   Sketchbook presentations, comment and written notes   Cassical Propositions   Cassical Propositions   Cassical Propos	November			· · ·
**social media/network (social media/network has become the fastest-growing in the advertising marking. Mobile & smartphone devices have become second nature: check emails, read news, conduct business, watch films, etc.)  **apps & their icons  **various types of animations & moving image: basic handmade animations: (Cut-out & Silhouette, Shadow play; Flip book, Stop motion and Thaumatrope), films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or Flash)  **computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound  **music and sound effects  **Individual discussions, concept, theme, personal interests & techniques  **Practical works, students are required to research and study on the list above.  **Practical works, students are required to create/design on the following topics:  **Practical works: frames, sequences and storyboards  **Ocharacter Studies  **Sketching for ideas  **Scene, background, prop  **Transfer the Handmade (still) animation to digital and visual effects  **Editing, Sound and Special Effect  **Jidivige & Adobe After Effect tutorials & practice  **Individual discussions, concept, theme, personal interests & techniques  **Practical works: frames, and angles  **Ocharacter Studies  **Sketching for ideas  **Scene, background, prop  **Transfer the Handmade (still) animation to digital and visual effects  **Editing, Sound and Special Effect  **Jidivige & Adobe After Effect tutorials & practice  **Individual discussions, concept, theme, personal interests & techniques  **Optimized on the notice board in the classroom.**  **Internet**  **Our The Reading: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald by 'Way of Secing' by John Berger  **O' How to make it as an advertising 'by David Ogilvy  **Ogilvy on advertising' by David Ogilvy  **Jidivige Adobe After Effect tutorials & practice  **Individual discussions, concept, theme, personal interests & techniques  **Optimized Practical Studies, students are requi			Jiron, Freddy Arenas and	
the advertising marking. Mobile & martphone devices have become second nature: check emails, read news, conduct business, watch films, etc.)  apps & their icons  avarious types of animations & moving image: basic handmade animations: (Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope), films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or changing an existing sound  music and sound effects  Individual discussions, concept, theme, personal interests & techniques  Practical works, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames and angles  Camera works: frames and angles  Seech, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Editing, Sound and Special Effect  Movie & Adobe After Effect tutorials & practice  14.15 & 16  Designs  Plotographers, illustrators and artists will be given to each student  Complete the remaining work  Sketchbook presentations, comment and written notes  Williams Richard. (2012). The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators. Fourth Ed. Faber  Internet  Classical, Computer, Games, Stop Methods, Principles and Formulas for Classical, Computer, Games, Stop Methods, Principles and Formulas for Classical, Computer, Williams Richard. (2012). The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Methods, Principles and Formulas for Classical, Computer, Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer Media 'by Myra Methods, Principles and Survival Methods, Principles and Survival Methods, Princ			Lists of animators film makers	Screen. Michael Wiese Productions
## auther check emails, read news, conduct business, watch films, etc.)  ## apps & their icons  ## various types of animations & moving image: basic handmade animations:  ## (Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope), films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or Flash)  ## computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound  ## music and sound effects  ## Individual discussions, concept, theme, personal interests & techniques  ## Theoretical Studies, students are required to research and study on the list above.  ## Practical works, students are required to create/design on the following topics:  ## Exploring & Visualising Ideas  ## Practical works: frames, sequences and storyboards  ## Character Studies  ## Nore Transfer the Handmade (still) animation to digital and visual effects  ## Editing, Sound and Special Effect  ## Individual discussions, concept.  ## Designs  ## Practical works frames and angles  ## Adobe After Effect tutorials & practice  ## Practical works frames and angles  ## Adobe After Effect tutorials & practice  ## Adobe After Effect tutorials & practice  ## Practical works frames and angles  ## Adobe After Effect tutorials & practice  ## Advertising & promotional materials (3): Poster, Billboards, Publication  ## Designs  ## Designs  ## Dawber Matfill. (2009). Big Dook of Contemporary Illustrations, comment and written notes  ## Complete the remaining work  ## Adobe After Effects CS6, Photoshop, iMove and/or the notice board in the classroom.  ## Complete the remaining work  ## Adobe After Effects CS6, Photoshop, iMove and/or the notice board in the classroom.  ## Complete the r				
apps & their icons   various types of animations & moving image: basic handmade animations:   (Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope), films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or Flash)   computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound   music and sound effects   Individual discussions, concept, theme, personal interests & techniques   Reading: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald   b) 'Way of Seeing' by John Berger   C) 'How to make it as an advertising or teating for ideas   Scene, background, prop   Transfer the Handmade (still) animation to digital and visual effects   Editing, Sound and Special Effect   iMovie & Adobe After Effect tutorials & practice   L4, 15 & 16   27" Nov.   Designs   Electronic Advertising: TV, Internet, Mobile & e-Books   Contemporary illustrations. Satistord   Sketchbook presentations, comment and written notes   Contemporary illustration. Bastsord   Sketchbook presentations, comment and written notes   Contemporary illustration. Bastsord   Sketchbook presentations, comment and written notes   Contemporary illustration. Bastsord   Sketchbook presentations, comment and written notes   Contemporary illustration. Bastsord   Sketchbook presentations, comment and written notes   Contemporary illustration. Bastsord   Sketchbook presentations, comment and written notes   Contemporary illustration. Bastsord   Packet Adobe After Effects (S6, Photoshop, iMove and/or   Illustrations, comment and written notes   Classical, Conputer, Games, Stop Motion and Internet Animators. Fourth Ed. Faber   Internet   Vou Tube and Social Network				
** various types of animations & moving image: basic handmade animations:   (Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope), films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or Flash)   **computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound   **music and sound effects   **music and sound ef		·		Contemporary Illustration. Batsford
Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope, films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or Flash)   Computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound   music and sound effects   Museum & Gallery visiting		••	1	
films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or Flash)  • computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound  • music and sound effects  • Individual discussions, concept, theme, personal interests & techniques  Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics:  • Exploring & Visualising Ideas  • Practical works: frames and angles  • Character Studies  • Stetching for ideas  • Scene, background, prop  • Transfer the Handmade (still) animation to digital and visual effects  • Editing, Sound and Special Effect  • iMovie & Adobe After Effects CS6, Photoshop, iMove and/or changing an existing sound  • lists of exhibitions, museums & galleries will be emailed and given to students as well pinned on the notice board in the classroom.  Reading: a) 'Representing Women: Myths of Femininty in the Popular Media 'by Myra Macdonald  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative' by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  Transfer the Handmade (still) animation to digital and visual effects  • Editing, Sound and Special Effect  • iMovie & Adobe After Effect tutorials & practice  14, 15 & 16  27th Nov. —  15ch Dec.  Designs  Electronic Advertising: TV, Internet, Mobile & e-Books		, , ,	1	Williams Richard. (2012). The
Flash)  Computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound  music and sound effects  Individual discussions, concept, theme, personal interests & techniques  Theoretical Studies, students are required to research and study on the list above.  Exploring & Visualising Ideas  Practical works; students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames and angles  Character Studies  Character Studies  Scene, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Editing, Sound and Special Effect  Museum & Gallery visiting  Ilsts of exhibitions, museums & galleries will be emailed and given to students as well pinned on the notice board in the classroom.  Reading: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative' by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  Classical, Computer, Games, Stop Motion and Internet Animators. Fourth Ed. Faber & Faber  Internet  YouTube and  Social Network  Social Network  Social Network  Advertising by David Ogilvy  Advertising by David Ogilvy  Advertising & promotional materials (3): Poster, Billboards, Publication  Designs  Late of Advertising and continued and prevent on the classroom.  Classical, Computer, Games, Stop Motion and Internet Animators. Fourth Ed. Faber  Internet  YouTube and  Social Network  You'll be and you'll be and you'll be an advertising or advertising by David Ogilvy  Advertising by David Ogilvy  Advertising & promotional materials (3): Poster, Billboards, Publication  Designs  Eschoric Advertising: TV, Internet, Mobile & e-Books		(Cut-out & Silhouette, Shadow play, Flip book, Stop motion and Thaumatrope),	written notes	Animator's Survival Kit: A Manual of
Computer image, sound recording and editing: cleaning, enhancing and/or changing an existing sound   music and sound effects   Individual discussions, concept, theme, personal interests & techniques   Reading: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald   D'Way of Seeing' by John Berger   Practical works, students are required to research and study on the list above.   Practical works, students are required to create/design on the following topics:   Exploring & Visualising Ideas   Practical works: frames, sequences and storyboards   Classical, Computer, Games, Stop Motion and Internet Animators. Fourth Ed. Faber   Internet YouTube and Social Network   Way of Seeing' by John Berger   Practical works, students are required to create/design on the following topics:   Exploring & Visualising Ideas   Practical works: frames, sequences and storyboards   Classical, Computer Ed. Faber   Internet YouTube and Social Network   Way of Seeing' by John Berger   Practical works, students are required to research and study on the list above.   Femininty in the Popular Media 'by Myra Macdonald   Way of Seeing' by John Berger   'How to make it as an advertising creative' by Simon Veksner   O'Gilvy on advertising' by David Ogilvy   O'Gilvy on adv		films and digital animations: Adobe After Effects CS6, Photoshop, iMove and/or		Methods, Principles and Formulas for
changing an existing sound  music and sound effects  Individual discussions, concept, theme, personal interests & techniques  Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames, sequences and storyboards  Camera works: frames and angles  Character Studies  Sketching for ideas  Scene, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Edi. Faber & Faber  Internet  YouTube and Social Network  Moton and Internet Animators, Fourth Ed.  Fed. Faber  Internet  YouTube and Social Network  YouTube and Social Network  Ogilvy on advertising 'by David Ogilvy  Advertising 'by David Ogilvy  Advertising & promotional materials (3): Poster, Billboards, Publication  Designs  Ish Dec.  Emailed and given to students as well pinned on the notice board in the classroom.  Internet  YouTube and Social Network  YouTube and Social Network  YouTube and Social Network  YouTube and Social Network  Internet  YouTube and Social Network  Advertising 'by David Ogilvy  Advertising 'by David Ogilvy  Advertising & promotional materials (3): Poster, Billboards, Publication  Designs  Ed. Faber  Internet  YouTube and Social Network  Internet  YouTube and Social Network  Advertising 'by David Ogilvy  Advertising 'by David Ogilvy  Advertising & promotional materials (3): Poster, Billboards, Publication  Designs  Electronic Advertising: TV, Internet, Mobile & e-Books		Flash)	· · · · · · · · · · · · · · · · · · ·	Classical, Computer, Games, Stop
music and sound effects  ■ Individual discussions, concept, theme, personal interests & techniques  Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames, sequences and storyboards  Character Studies  Secne, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Editing, Sound and Special Effect  ilmovie & Adobe After Effect tutorials & practice    Meading: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald   b) 'Way of Seeing' by John Berger   C) 'How to make it as an advertising creative' by Simon Veksner   d) 'Ogilvy on advertising' by David Ogilvy    Ogilvy on advertising' by David Ogilvy		computer image, sound recording and editing: cleaning, enhancing and/or		Motion and Internet Animators. Fourth
■ music and sound effects  ■ Individual discussions, concept, theme, personal interests & techniques  Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames, sequences and storyboards  Character Studies  Sketching for ideas  Seene, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Editing, Sound and Special Effect  i Movie & Adobe After Effect tutorials & practice  14, 15 & 16  27th Nov. —  15th Dec.  Beding: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative' by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  Internet  You'Tube and  Social Network  You'Tube and  Social Network  You'Tube and  Social Network  You'Tube and  Social Network  Advertising or deative' by Simon Veksner  d) 'Ogilvy on advertising or deative' by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  Advertising & promotional materials (3): Poster, Billboards, Publication  Designs  Electronic Advertising: TV, Internet, Mobile & e-Books		changing an existing sound		Ed. Faber & Faber
□ Individual discussions, concept, theme, personal interests & techniques  Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames, sequences and storyboards  Camera works: frames and angles  Character Studies  Sketching for ideas  Scene, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Editing, Sound and Special Effect  idwovie & Adobe After Effect tutorials & practice  Id, 15 & 16  27th Nov. –  15th Dec.  Individual discussions, concept, theme, personal interests & techniques    □ Reading: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative' by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  YouTube and Social Network  YouTube and Social Network			pinned on the notice board in the classroom.	
□ Individual discussions, concept, theme, personal interests & techniques  Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames, sequences and storyboards  Camera works: frames and angles  Character Studies  Sketching for ideas  Scene, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Editing, Sound and Special Effect  idwovie & Adobe After Effect tutorials & practice  Id, 15 & 16  27th Nov. –  15th Dec.  Individual discussions, concept, theme, personal interests & techniques    □ Reading: a) 'Representing Women: Myths of Femininity in the Popular Media' by Myra Macdonald  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative' by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  YouTube and Social Network  YouTube and Social Network				Internet
Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames, sequences and storyboards  Camera works: frames and angles  Character Studies  Sketching for ideas  Scene, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Hand and Visual sing idea (still) animation to digital and visual effects  Hand and Visual sing idea (still) animation to digital and visual effects  Hand and Special Effect  Individual sing in the Popular Media' by Myra Macdonald  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative'  by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  Advertising' by David Ogilvy  Advertising in the Popular Media' by Myra Macdonald  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative'  by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  Advertising' by David Ogilvy  David Ogilvy  Advertising in the Popular Media' by Myra Macdonald  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative'  by Simon Veksner  d) 'Ogilvy on advertising or advertising creative'  by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  Figure 1 and 1 and 2		■ Individual discussions, concept, theme, personal interests & techniques	□ <b>Reading:</b> a) 'Representing Women: Myths	
Theoretical Studies, students are required to research and study on the list above.  Practical works, students are required to create/design on the following topics: Exploring & Visualising Ideas Practical works: frames, sequences and storyboards Camera works: frames and angles Character Studies Sketching for ideas Scene, background, prop Transfer the Handmade (still) animation to digital and visual effects Editing, Sound and Special Effect iMovie & Adobe After Effect tutorials & practice  14, 15 & 16 27th Nov. – 15th Dec.  Macdonald b) 'Way of Seeing' by John Berger c) 'How to make it as an advertising creative' by Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy  Ogilvy on advertising' by David Ogilvy  Advertising of Seeing' by John Berger c) 'How to make it as an advertising creative' by Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy  Advertising of Seeing' by John Berger c) 'How to make it as an advertising creative' by Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy  Advertising of Seeing' by John Berger c) 'How to make it as an advertising creative' by Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy  Advertising of Seeing' by John Berger co 'How to make it as an advertising creative' by Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy  Advertising of Seeing' by John Berger co 'How to make it as an advertising of Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy  Advertising of Seeing of Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy  Advertising of Seeing of Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy  Advertising of Simon Veksner d) 'Ogilvy on advertising' by David Ogilvy		1	of Femininity in the Popular Media' by Myra	
b) 'Way of Seeing' by John Berger  Practical works, students are required to create/design on the following topics:  Exploring & Visualising Ideas  Practical works: frames, sequences and storyboards  Camera works: frames and angles  Character Studies  Sketching for ideas  Scene, background, prop  Transfer the Handmade (still) animation to digital and visual effects  Editing, Sound and Special Effect  Movie & Adobe After Effect tutorials & practice  14, 15 & 16  27 <sup>th</sup> Nov. –  15 <sup>th</sup> Dec.  b) 'Way of Seeing' by John Berger  c) 'How to make it as an advertising creative' by Simon Veksner  d) 'Ogilvy on advertising' by David Ogilvy  Advertising' by David Ogilvy  Advertising & David Ogilvy  Advertising & David Ogilvy  David Ogilvy on advertising' by David Ogilvy		Theoretical Studies, students are required to research and study on the list above	Macdonald	Social Network
> Exploring & Visualising Ideas > Practical works: frames, sequences and storyboards > Camera works: frames and angles > Character Studies > Sketching for ideas > Scene, background, prop > Transfer the Handmade (still) animation to digital and visual effects > Editing, Sound and Special Effect > iMovie & Adobe After Effect tutorials & practice  14, 15 & 16 27 <sup>th</sup> Nov. – 15 <sup>th</sup> Dec. Electronic Advertising: TV, Internet, Mobile & e-Books		Theoretical statics, stations are required to resourch and staticy on the list above.	b) 'Way of Seeing' by John Berger	
> Exploring & Visualising Ideas > Practical works: frames, sequences and storyboards > Camera works: frames and angles > Character Studies > Sketching for ideas > Scene, background, prop > Transfer the Handmade (still) animation to digital and visual effects > Editing, Sound and Special Effect > iMovie & Adobe After Effect tutorials & practice  14, 15 & 16 27 <sup>th</sup> Nov. – 15 <sup>th</sup> Dec. Electronic Advertising: TV, Internet, Mobile & e-Books		Practical works students are required to create/design on the following tonics:	c) 'How to make it as an advertising creative'	
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> Character Studies > Sketching for ideas > Scene, background, prop > Transfer the Handmade (still) animation to digital and visual effects > Editing, Sound and Special Effect > iMovie & Adobe After Effect tutorials & practice  14, 15 & 16 27 <sup>th</sup> Nov. – 15 <sup>th</sup> Dec.  Advertising & promotional materials (3): Poster, Billboards, Publication Designs Electronic Advertising: TV, Internet, Mobile & e-Books				
> Sketching for ideas > Scene, background, prop > Transfer the Handmade (still) animation to digital and visual effects > Editing, Sound and Special Effect > iMovie & Adobe After Effect tutorials & practice  14, 15 & 16 27 <sup>th</sup> Nov. – Designs 15 <sup>th</sup> Dec. Electronic Advertising: TV, Internet, Mobile & e-Books		· ·		
> Scene, background, prop > Transfer the Handmade (still) animation to digital and visual effects > Editing, Sound and Special Effect > iMovie & Adobe After Effect tutorials & practice  14, 15 & 16 27 <sup>th</sup> Nov. – 15 <sup>th</sup> Dec.  Advertising & promotional materials (3): Poster, Billboards, Publication Designs Electronic Advertising: TV, Internet, Mobile & e-Books				
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<ul> <li>▶ Editing, Sound and Special Effect</li> <li>▶ iMovie &amp; Adobe After Effect tutorials &amp; practice</li> <li>14, 15 &amp; 16</li> <li>27<sup>th</sup> Nov. –</li> <li>15<sup>th</sup> Dec.</li> <li>Electronic Advertising: TV, Internet, Mobile &amp; e-Books</li> </ul>				
b iMovie & Adobe After Effect tutorials & practice  14, 15 & 16 27 <sup>th</sup> Nov. − 15 <sup>th</sup> Dec.  15 <sup>th</sup> Dec.  Electronic Advertising: TV, Internet, Mobile & e-Books				
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	15 <sup>th</sup> Dec.			
······/   ·····························	■ Note: <i>a</i> )	Prints & electronic Poster Designs: Negative & Positive space (word & image)-		

'Revue'	> Students are required to create a 3 set serie of posters		
show on	Negative space is the space that surrounds an image, helps to describe the		
Thur, 14 <sup>th</sup>	limitations of positive space and brig actability to a composition as well as how an		
Dec.	image & typo can be presented with positive & negative effects assignment Brief		
b) Term	will be given to students		
ends on Fri,			
15 <sup>th</sup> Dec. at			
13.00			
	CHRISTMAS HOLIDAY Monday 18 <sup>th</sup>	December to Monday 1st January	
⊚ WRIT	TEN SUPPORTING ESSAY © Complete outstanding/remaining work © V	isiting Museums & Galleries	lios and Preparing for an interview for
	further stu	ıdies	-
	Note: lists of exhibitions, museums & galleries will be emailed, given t	to students as well pinned on the notice board in t	he classroom.
17, 18, & 19	■ Packaging & shopping Bag Designs (1)	■ Reference and Contextual	Calver Giles. (2004) What is packaging
$3^{rd} - 20^{th}$	Theoretical Studies, students are required to research and study on the list bellow:	Students study:	design? Essential Design Handbooks.
Jan	Shapes and Forms (2D & 3D):	<ul> <li>Lists of animators, film makers,</li> </ul>	Roto Vision SA.
	Shapes and Forms can be divided into the five categories featured right.	photographers, illustrators and artists will be	
	Basic Geometric (Basic geometric shapes can be used as stand-alone graphic	given to each student	Calver, Giles. (2004). What is packaging
	elements, icons, illustrations and patterns)	Complete the remaining work	design? Essential Design Handbooks.
	■ Complex Geometric ( <i>More complex than the simple shapes above, these forms</i>	➤ Sketchbook and/or e-sketchbook	UK: Roto Vision SA,
	are still easily identifiable and often carry with them a specific connotation or	presentations, comment and written notes	
	meaning.)		Jackson, Paul. Folding Techniques for
	Structured Freeform (Abstract forms such as these can be built entirely from	☐ Museum & Gallery visiting	designer. UK: Laurence King
	straight lines, curved lines or as combination of both.)	◆ lists of exhibitions, museums & galleries will	
	Random Freeform (A random and organic feel defines these forms.)	be emailed and given to students as well	Internet
	Literal Freeform (This category contains recognisable letterforms, icons and	pinned on the notice board in the classroom.	YouTube and
	graphic images.)		Social Network
	Shapes and forms also contain sizes, texture and materials	□ Reading:	
	• Materials selection is hugely important in packaging design. The product being	a) 'What is packaging design?' by Giles Calver	
	packaged often determines the choice of materials. The primary consideration at	b) 'Packaging Design: Successful Product	
	this point is that the product is preserved, protected, transported, displayed and	Branding From Concept to Shelf' by Marianne	
	delivered in a hygienic and safe manner.	R. Klimchuk and Sandra A. Krasovec	
	■ Information Layout and Hierarchy (All packaging displays information to a	c) 'Think Simple: How Smart Leaders Defeat	
	,	Complexity'by Ken Segall	

greater or lesser degree.)

■ Back-of-Pack (Packaging design is concerned with "telling stories" about the brand: each side shows features of the story or reveal different aspects of it. Back-

Complexity' by Ken Segall

of-pack focuses on the type of information being displayed and reader's needs.)

- Typography (Products have names, descriptions, uses, benefits, variants, ingredients, components, instructions, safety warnings, customer care information, and ownership details. All of these details need to be displayed on the pack in a legible manner to enable consumers to read and understand the information they are looking at.)
- Photography and Illustration (Imagery is a staple of much packaging design because it is so immediately powerful and also has the ability to differentiate one brand from another.)
- Colour (Colour can be used as part of a brand's identity, helping to visually define a brand to differentiate a product in its competitive set and range.)
- Symbols and Icons (Such as recycled or recyclable factors, reusable, vegetarians, nut allergy sufferers, clear and present danger etc.)

Finishes and Effects (Such as foil blocking, varnishes, laminates, embossing and die-cutting or laser cutting.)

- Weights, Measures and Barcodes (All packaging is required to carry some information relating to weights, measures and barcodes.)
- Container breaks down (Lids tabs flaps slots bases sides closures)

Theoretical Studies, students are required to research and study on the list bellow: Shape & Form Studies (2D & 3D):

- > Studing shapes and forms and the five categories featured right: Basic Geometric, Complex Geometric, Structured Freeform, Random Freeform and Literal Freeform
- ▶ Collecting, selecting & collage samples of packaging in different categories of product as well as shapes, forms lettering and image.
- ▶ Practical works: 3-D Package Designs

Lids, Tabs, Flaps, Slots, Bases, Sides & Types of Closures

- ▶ Tuck-in Flap, Tap Lock & Postal Lock
- ▶ Zippers Closures
- ▶ Skillet/Sealed Ends
- > Web Corner Tray
- Six-Point Glued Try with Integral Lid
- ▶ Sketchbook presentations, comment and written notes
- Written Supporting Essay
- The written supporting essay and the Harvard system bibliography
  Theoretical Studies, students are required to research and study on the list bellow:

			T
	The essay & bibliography structures		
	What is the purpose of writing an essay?		
	How much do you know?		
	How much do you understand?		
	How much can you apply of what you know?		
	How much can you criticise?		
	How much can you analyse?		
	How well can you express yourself?		
	Any quotations that inspire you and relate to your work?		
	Any art forms (i.e. movies, theatre, concerts, dances, mime, etc.) that inspire you?		
20	■ Packaging & shopping Bag Designs (2): Label and tag designs	■ Reference and Contextual	Herriott H. (2007). The Designer's
22 <sup>nd</sup> - 31	> Students are required to create a 3 set serie of label designs and study the topic	Students study:	Packaging Bible, Creative solutions for
Jan	below:	• Lists of animators, film makers,	outstanding design. Sitzerland: A
Note:	Is the label distinctive among competitors?	photographers, illustrators and artists will be	Rotovision.
Mock all	Does it clearly and accurately reflect the product and the brand?	given to each student	
students	Will your target audience find it compelling?	> Complete the remaining work	
will take	How will you build and display an informational hierarchy?	> Sketchbook and/or e-sketchbook	
mock on	What is the material/shape/size for the label?	presentations, comment and written notes	
Thur 1 <sup>st</sup> &	▶ The design using typographic only		
Fri 2 <sup>nd</sup> Feb	▶ Combine images (photography & illustrations) with minimal styles	☐ Museum & Gallery visiting	
	➤ The use of colours, patterns texture and types	• lists of exhibitions, museums & galleries will	
	▶ Container and size	be emailed and given to students as well	
	▶ Finishes & Effects	pinned on the notice board in the classroom.	
	> Sketchbook presentations, comment and written notes		
	Complete all the remaining work and ready to hand them in for marking	□ Reading:	
		a) 'What is packaging design?' by Giles Calver	
		b) 'Packaging Design: Successful Product	
		Branding From Concept to Shelf' by Marianne	
		R. Klimchuk and Sandra A. Krasovec	
		c) 'Think Simple: How Smart Leaders Defeat	
		Complexity' by Ken Segall	
February – M	arch 2018	1	
•	examination papers and discuss the questions - preparation, contextual and p	practical work	
	on preparation begins on 1st February 2018	raction work	
	on 26 <sup>th</sup> March - 13 <sup>th</sup> April		
February – M			
□ Easter Revision			

> to complete any outstanding/remaining coursework component

> to produce work for the exam component

April - May 2018

## **Examinations**

Exam begins on Saturday 28th April and ends on Monday 20th May 2018

Note: a) All Graphic Students will be sitting the exam on weekends and Bank Holidays. The examination begins on Saturday 28<sup>th</sup> April 2018. The Exam timetable will be emailed and given to students as well pinned on the notice board in the classroom.

## a) Deadline

Students must hand-in all works and sketchbooks for all components by Wednesday 23<sup>rd</sup> May 2018 for marking

**May - June 2018** 

Assessment, Marking, Examination & Moderation