



Graphic Communication at Woking College

Welcome to the Art department! The Graphic Communication course is very demanding and involves a lot of hard work and commitment. Throughout the course you are going to experiment with different processes and techniques. You will investigate the many ways of communicating a message or idea through the organization of images or words. You will be encouraged to problem solve in an interesting and increasingly independent way, exploring and developing your unique visual language. If this feels a little daunting, don't worry, we will teach you the skills and guide you through the process and will always be available to clarify any uncertainty that may arise. All that we ask is that you keep an open mind and that you have a go and give it your best shot.

Over the summer I would like you to complete a project that demonstrates your artistic and problem-solving skills and abilities. This work will form part of your YR1 coursework, please ensure you bring it with you on enrolment day.

Summer Project

Work produced in preparation for workshops on the theme of “Music and Sound”

Task 1:

I would like you to watch the Graphic Design lesson from the link provided within your email. The task included is to produce a piece of expressive typography in response to a song of your choosing.

The task is to:

- Watch the filmed lesson.
- Select a piece of music.
- Listen to the words / beat / rhythm / sounds of the music.
- Create a piece of typography. Sketch ideas using a pencil onto a small piece of paper (I use size A6 in my film)
- Create a finished piece of work using black ink, or, if you prefer digital software.

Artists to inspire:



Mira Schendel



Filippo Marinetti



Robert Massin



Student response to Marinetti

Task 2:

In preparation for the workshops which introduce you to Adobe software, I would like you to take a series of photographs.

Over the summer weeks I want you to be alert to your surroundings. I want you to find imagery from your everyday experiences. These should be photographs which are snapshots of moments and found scenes.

Push yourself to go beyond the obvious. Attempt to tell a story through these images. Look for details, abstractions, light, texture, stillness, fragments, man-made, text.

I will teach you how to crop, compose and manipulate these images, so don't worry too much about the perfect composition or photographing in black and white. We will do this in college.

I would like you to select your 4 best photographs on each of these themes (12 photographs in total):

1) Urban. I would like you to photograph the urban environment. The 'every day' experience. This could be buildings, people, structures, scenes, silhouettes, abstractions.

Examples:



Kelmer Helmer-Peterson



Saul Leiter



Paul Strand

2) Texture. I would like you to photograph textures. Natural forms, contrast, the everyday, man-made, light and shade, reflections, abstractions.

Examples:



Irving Penn



Irving Penn



Bill Brandt

3) Text. I would like you to photograph text within the environment. Fragments of text, graffiti, posters, signage.

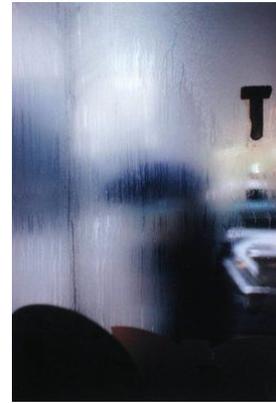
Examples:



Jacques Villegle



Aaron Siskind



Saul Leiter

Here are some images to inspire you:

<https://www.pinterest.co.uk/jamiesmith445/photography/>

Task 3:

I would like you to create a Pinterest account. This will be a source of inspiration for you through the course. My Pinterest board is jamiesmith445. Please take a look through the imagery and begin to gather images you like.

<https://www.pinterest.co.uk/jamiesmith445/boards/>

In September, it is expected you will have your own equipment and materials in order to complete work at college and at home.

<ul style="list-style-type: none">• Small pack of acrylic paints (warm /cool primary colours/ black & white)• Paint brushes, variety of sizes.• Black fine liner pen set.• Set of coloured fine liners• Range of pencils (2H to 8B)• Pritt stick• Rubber and sharpener	<ul style="list-style-type: none">• Scissors• Coloured drawing inks and black washable Quink Ink• USB drive (min 1GB)• You will also need to purchase a sketchbook from us when you start, these are available through us, payment on college wise pay
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The following stores sell cheap, decent quality art materials. The Range, the nearest one is in North Town, Aldershot. Rymans, The Works and the following online stores: Amazon, Lawrence.co.uk, www.artdiscount.co.uk.

I look forward to seeing what you produce over the summer and to meeting you in September! Enjoy your summer.

Jamie Smith

Graphic Communication

Woking College