

Graphic Design Creative Brief

We are living through a unique period of history. The modern world hasn't previously encountered a pandemic of this scale before. People have never experienced the unique combination of the requirement to isolate ourselves from others in the way that we do today, whilst having the ease of access to the global media and different forms of social communication. We are both separated and together. Nobody is untouched by the current pandemic and the range of emotions we are all experiencing couldn't be greater.

The following are a series of words in connection to the pandemic which might prompt ideas:

Safe	Family	Relationship	Confused	
Home	Friends	Space	Escape	
Isolation	Unity	Health	Worry	
Nature	Courage	Freedom	Stuck	
Normality	Time	Care	Statistics	
Lockdown	Fear	Community	Quiet	
Restriction	Hope	Change	Control	
Routine	Discover	Frustration	Loss	Vulnerable

The Brief:

I would like you to create your own handmade sketchbook in which to develop your ideas. The size and format is your decision. You can choose one or more of the listed words to respond to. The idea is that the words are starting points for your creativity. Each page may explore different ideas, you should develop these ideas further, then create a final piece of art in response to the current pandemic.

Here are some ideas which might help with the creation of your sketchbook:

<https://www.youtube.com/watch?v=21qi9ZcQVto>

<https://www.youtube.com/watch?v=CffQyRdTDUc>

<https://www.pinterest.co.uk/emmahobbs30/handmade-sketchbook/>

The project will help you to develop the creative, research and practical skills required for the Graphic Design A-Level. It might also act as an avenue of self-expression during these times.



Christoph Niemann

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There are many avenues to explore within Graphic Design. You might create an illustration which communicates an aspect of the situation; you might use text in a creative way; you could create work which raises public awareness of a certain issue; you might explore the statistics and find a unique way of communicating them. You may respond in whichever visual format or medium you wish.

We would like you all, as part of this creative body work, to create one piece for our Woking College community project. This should be 10cm x 10cm in size and can be produced in any media. It should then be posted to the college to form part of our collaborative art piece. If you are on Instagram you can upload images of your work tagging [@wokingcollegeartanddesign](https://www.instagram.com/wokingcollegeartanddesign) we can then feature your work on our page.

Here is a Pinterest board to inspire you:

<https://www.pinterest.co.uk/jamiesmith445/year-11-graphics-project/>

If you have any questions about the work, or would like advice, please don't hesitate to contact me. My email address is: jsm@woking.ac.uk. Remember to keep all of your work and bring it with you to enrolment.

I look forward to seeing your work and meeting you one day soon.

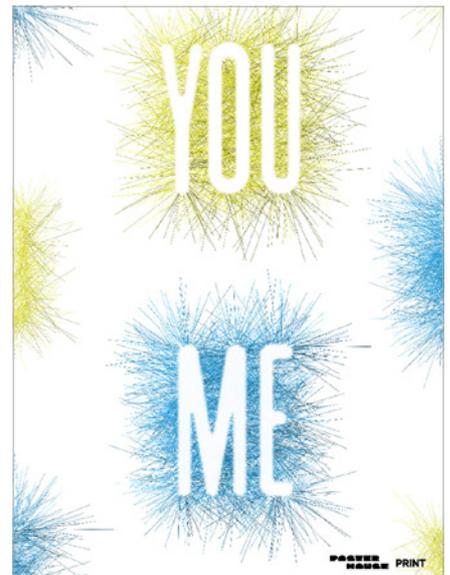
Here are some pieces of work, which have been created in response to the pandemic by the art and design community:



Katriona Chapman



Jessica Walsh

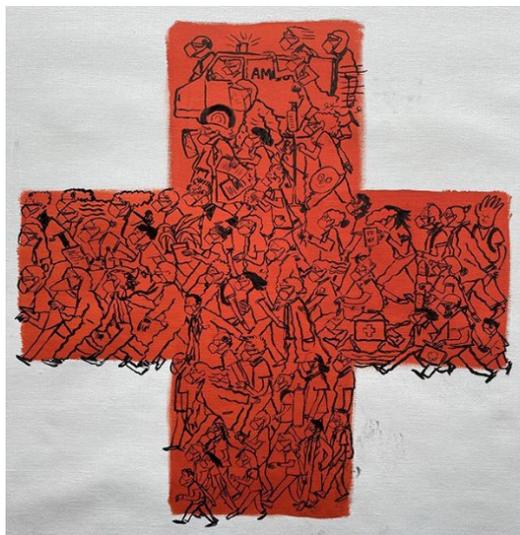
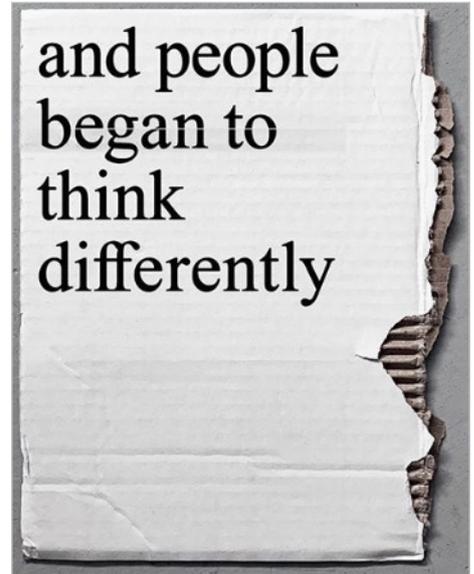


Paula Scher

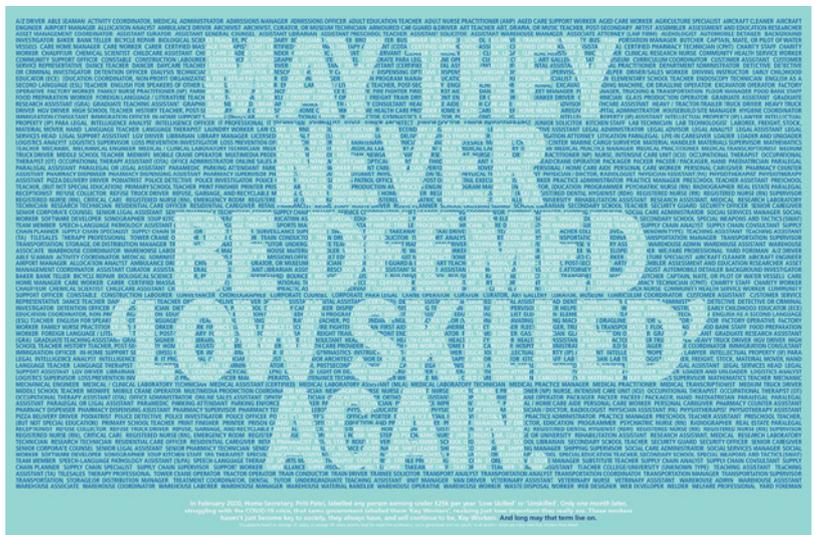
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Patrick Thomas



Jean Julien



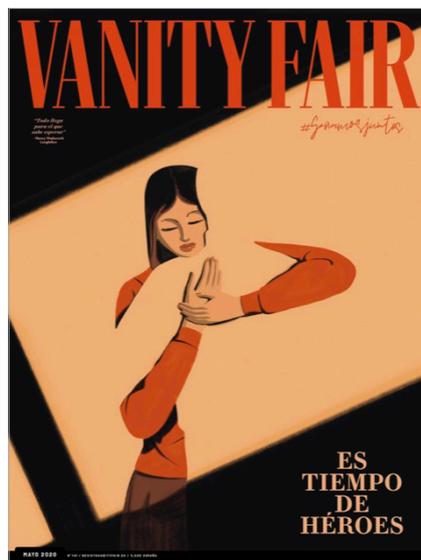
Craig Oldham



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Photographs of objects, which have new meaning during the period of isolation



Art Directors are turning to illustration to communicate the situation with empathy.