

# GRAPHICS DEPARTMENT

## TOP TIPS

for becoming a successful Post 16 GRAPHICS student



MAYOR OF LONDON



- 1 Observe your surroundings, every day, for examples of graphic communication (branding, posters, promotion, packaging) in shops, bus stops and on your journey to school. Take pictures, building up a body of images for reference and inspiration.
- 2 Visit museums, particularly the V&A and Design Museum but also other galleries (most of which are free) for inspiration. Sketch, take pictures and be critical about what you see.
- 3 Your investigations will be dominated by primary research. You must have your own images.
- 4 Use only reliable sources throughout your contextual research and critical analysis. makes notes on what you think of them, how they inform you as a designer. Be systematic and consistent with a referencing system such as Harvard.
- 5 Use trend websites such as The Dieline to keep track of packaging design and branding trends and use your findings to inform your investigation.
- 6 Regularly refer to checklists, writing frames, glossaries and other resources in the Onedrive resources folder to ensure you have comprehensively covered all requirements of the investigation you're working on.
- 7 Identify and investigate your market fully using customer/client feedback to inform development of designs. Keep notes on this feedback in a range of formats.
- 8 Use technical, sophisticated language. Make word lists as you read.
- 9 Take creative risks. Explore new areas of graphic design. Investigate new techniques and methods and dedicate the time needed to become an expert.
- 10 When you think you have completed the development of your designs keep going. Iterate, iterate and then iterate some more, reflecting on successes and referring to the criteria to inform improvements. Remember: you're marked for *process* as well as *outcome*.