

>> LONG ROAD SIXTH FORM COLLEGE << GRAPHIC DESIGN

SUMMER WORK

WELCOME TO THE GRAPHIC DESIGN SUMMER ASSIGNMENT.

WHEN YOUR COURSE STARTS IN SEPTEMBER YOU WILL BEGIN A DESIGN PROJECT THAT FOCUSES AROUND THE THEME OF MUSIC AND MUSIC FESTIVALS. IN ORDER FOR YOU TO PREPARE FOR THIS, WE WOULD LIKE YOU TO COMPLETE THE FOLLOWING SUMMER HOMEWORK.

PLEASE COMPLETE THIS WORK DIGITALLY (E.G. POWERPOINT, WORD, PDF, PHOTOSHOP) AND SEND THROUGH TEAMS WHEN YOU ARRIVE.

TASK ONE

CREATE 3 VISUAL MOOD-BOARDS THAT EXPLORE THE VISUAL LANGUAGE AND GRAPHIC DESIGN ELEMENTS USED IN THE ADVERTISING OF 3 DIFFERENT MUSIC FESTIVALS. LOOK AT 1 ROCK FESTIVAL, 1 POP FESTIVAL AND 1 ARTS AND MUSIC FESTIVAL.



YOUR MOOD-BOARDS SHOULD LOOK SIMILAR TO THE EXAMPLES ABOVE AND FOCUS ON EACH FESTIVAL'S LOGOS, ADVERTISING POSTERS, TICKETS, LINE UP POSTERS AND MERCHANDISE.

EXAMPLES OF SOME FESTIVALS YOU COULD LOOK AT INCLUDE:

ROCK FESTIVALS

DOWNLOAD
 READING OR LEEDS
 SONISPHERE
 ISLE OF WIGHT
 DAMNATION
 BLOODSTOCK
 THE ROCK AND METAL CIRCUS

POP FESTIVALS

V
 RADIO ONE'S BIG WEEKEND
 WIRELESS
 SUNDOWN
 GLASTONBURY

ARTS AND MUSIC FESTIVALS

SECRET GARDEN PARTY
 GLASTONBURY
 LATITUDE
 BESTIVAL
 NO MANS LAND
 BEACON

TASK TWO

LOOKING AT THE MOOD BOARDS YOU HAVE CREATED **MAKE DETAILED NOTES** ON THE TYPES OF VISUALS THEY HAVE USED AND TRY TO CONSIDER WHY THEY HAVE USED THEM.
 PAY ATTENTION TO :

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| COLOUR | WHAT EMOTIONS AND IDEAS ARE CREATED THROUGH THE COLOURS USED? |
| TYPOGRAPHY | DOES THE WAY THE WRITING LOOKS CONVEY EMOTION? E.G. SHARP OR SOFT LINES ? |
| IMAGERY | DO THE PICTURES USED SUGGEST THE MOOD OF THE FESTIVAL?? |
| MEDIA AND MATERIALS | ARE THERE TRADITIONAL DRAWINGS, PHOTOGRAPHS OR DIGITAL GRAPHICS USED? |

FOR EXAMPLE, IF WE LOOK AT DOWNLOAD FESTIVAL, THE DARK REDS AND BLACKS SUGGEST A DARK AND HEAVY MOOD. THE TYPOGRAPHY IS ANGULAR, SHARP AND BOLD WHICH COULD LINK TO THE HEAVY GUITARS AND LOUD NOISES. THE IMAGERY DEPICTS A DOG WHICH IS KNOWN FOR ITS ANGER AND AGGRESSION AND ALL THE IMAGERY IS MADE DIGITALLY WITH HEAVY BOLD LINES.
 ALL OF THESE ELEMENTS LINK OUR MIND TO WHAT WE MIGHT NORMALLY ASSOCIATE WITH ROCK MUSIC.



TASK THREE

PLEASE USE YOUR RESEARCH TO THINK ABOUT WHAT TYPE OF FESTIVAL YOU WOULD LIKE TO DESIGN FOR AND **WRITE A RANGE OF NAMES FOR YOUR FESTIVAL**. THINK ABOUT CURRENT FESTIVAL NAMES AND HOW YOUR NAME WOULD FIT INTO THIS MARKET.

DURING YOUR INDUCTION PERIOD IN SEPTEMBER YOU WILL BE SET YOUR FIRST BRIEF.
 THIS WILL BE TO DESIGN A POSTER FOR YOUR OWN MUSIC FESTIVAL.
 THE GENRE OF THE FESTIVAL MUST BE EITHER ROCK, POP OR ARTS AND MUSIC, HOWEVER THE REST OF THE DETAILS ARE UP TO YOU!

- E.G.
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| ROCK FESTIVAL IDEAS - | ROCK - OUT FEST. MOSH FEST. THE BROKEN STRING FESTIVAL..... |
| POP FESTIVAL IDEAS - | BEACH BEATS. SUMMER SESSIONS. BUBBLEGUM FEST..... |
| ARTS AND MUSIC FESTIVALS - | THE PAINTED TREE FESTIVAL. PAINT AND POP FEST. DRAWING BEATS FESTIVAL..... |

ONCE COMPLETE PLEASE SEND THROUGH TEAMS WHEN YOU BEGIN YOUR FIRST LESSON

WE HOPE YOU ENJOY YOUR SUMMER ASSIGNMENT AND LOOK FORWARD TO MEETING YOU IN SEPTEMBER!

Emma Burton - **COURSE LEADER AND TEACHER OF GRAPHIC DESIGN**
 Rupert Morgan - **TEACHER OF GRAPHIC DESIGN**
 Jo Fernihough - **TEACHER OF GRAPHIC DESIGN**