

## Year 11 Graphic Communication



Reading Tasks

### Design Books:

- No Logo - Naomi Klein

Influential book focusing on themes such as branding, marketing and globalisation.

- Why Fonts Matter - Sarah Hyndman

This book opens up the science and the art behind how fonts influence you

[No Logo Paperback - Amazon.co.uk: Klein, Naomi](https://www.amazon.co.uk/No-Logo-Paperback/dp/0091931920)

[Why Fonts Matter: a multisensory analysis of typography and its influence from graphic designer and academic Sarah Hyndman Paperback](#)

### Design Magazines:

- Design Week online magazine
- Wallpaper magazine - global design
- Communication Arts - magazine

[Design Week](#)  
[Wallpaper Magazine](#)  
[Communication Arts](#)

### Independent reading:

- Visit the library regularly and take out books of personal interest linked to Graphic Design
- Read the local newspaper and find out about local exhibitions or places of interest.



### Listening Tasks

#### **Podcasts**

Creative Boom podcast:

<https://www.creativeboom.com/podcast/>

A series of 'candid conversations with artists and designers about their creative journeys so far', the Creative Boom design podcast goes deep into the artistic world and lives of creatives

#### **TED talks:**

My Life in Typefaces: Matthew Carter - TED Talk

[Matthew Carter: My life in typefaces | TED Talk](#)



### Research Tasks

Poster Parade: London Transport Museum. Visit the museum website to explore iconic poster designs for Transport for London that span different styles, eras and purposes.

<https://www.ltmuseum.co.uk/visit/museum-guide/poster-parade>

Go onto these websites to find out about famous graphic designers and carry out independent research to develop your knowledge.

<https://www.famousgraphicdesigners.org/>  
<https://designmuseum.org/designers>

Choose an area of personal graphic design interest and research it in depth, Then see if you can create a hypothesis and write a 'thesis' style answer.



### Creativity Tasks

#### **In school**

KS4 Creatives - Enrichment club - Mondays  
after school, Room 009  
Lunchtime sessions every day across the  
department

#### **Independently**

Develop digital editing skills using Photopea, [Photopea](https://www.photopea.com/),  
a free alternative to applications such as  
Photoshop.

Keep a personal journal of doodles and  
design/art ideas.

Build 3 dimensional models related to  
design, such as packaging designs or  
architectural models. Use a range of media,  
consider upcycling items from your recycle  
bin for example, be resourceful.



### Writing Tasks

Choose an area of personal graphic design interest and research it in depth, Then see if you can create a hypothesis and write a 'thesis' style answer.



### Watching Tasks

#### **Youtube tutorial :**

Watch tutorials uploaded onto the behance website to develop new skills and learn from graphic designs.

[Behance::Adobe Live](#)



Trips and Visits

Design Museum, London

[Design Museum](#)

Museum devoted to contemporary design.

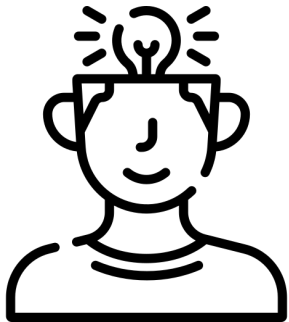
Museum of Brands, London

[Museum of Brands](#)

The Museum presents temporary exhibitions, talks, webinars and workshops, to create debate, ideas and examine the role of brands in history and the modern world.

Use the TimeOut London website to search for exhibitions to visit.

[London Art Galleries – Museums Exhibitions](#)



Student-led Creative  
Thinking Tasks

The Idea machine is an online tool for generating ideas. It gives you three key words to link and create a design solution.

[The Idea Machine](#)

Get your peer to set you a mini project that explores a particular theme related to graphics, communication or visual culture.

