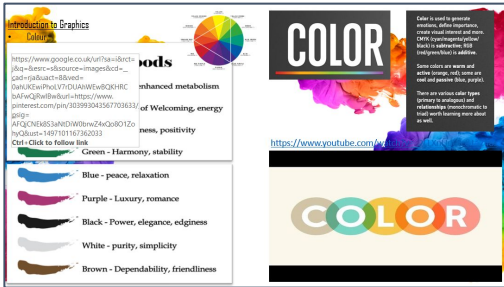


Yr 9: Promotional Design Project



Task 11: Production

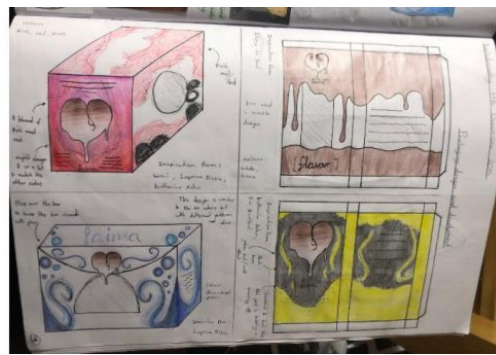
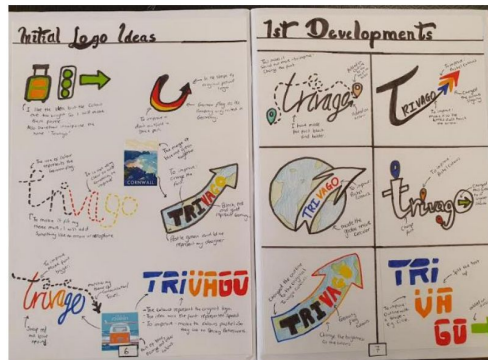
- Create your final outcome for Philip Morant's Event.
- You must show evidence of progress as your work develops. You should do this through digital screenshots whenever a new digital tool is used or the design changes.
- You must annotate your work to explain how it progresses and develops.

Working from a brief, quick idea sketching, graphic design software including: Photoshop and desktop publishing.

Identifying target user requirements, colour theory, use of typography & personal design work.

Working from artist inspiration, identifying user groups, effective use of colour theory and design practice to create personal responses.

Yr 10: Design Skills Design Project and Mock NEA.



Using your graphic design knowledge from year 9, you will develop a meaningful response to a large project. This will include identifying a suitable brand to re develop. Skills used: Identifying target user requirements, colour theory, use of typography & personal design work.

Yr 11: NEA & Written Exam

NEA - 60% of final grade. Written exam - 40% of final GCSE grade

PRIMARY RESEARCH

1. I have conducted primary research to find out what people thought about the name Camino Hostels, what they wanted to see from design relating to travel and hostels. I asked them about what travel agents they knew of and what some of the pictures they might think about when they thought of travel agents. I also asked what they might make a magazine by Camino Hostels read out from other travel magazines.

SECONDARY RESEARCH

2. I have conducted secondary research to find out what people thought about the name Camino Hostels, what they wanted to see from design relating to travel and hostels. I asked them about what travel agents they knew of and what some of the pictures they might think about when they thought of travel agents. I also asked what they might make a magazine by Camino Hostels read out from other travel magazines.

IDEAS GENERATION

Magazine design features:

- Cover lines
- photo images
- Pull/pops
- Main image
- Text - 3 sizes
- Magazine title
- Magazine subtitle
- Magazine logo
- Magazine background
- Magazine border
- Magazine text
- Magazine images
- Magazine layout
- Magazine design
- Magazine style
- Magazine theme
- Magazine color
- Magazine font
- Magazine spacing
- Magazine alignment
- Magazine contrast
- Magazine readability
- Magazine usability
- Magazine accessibility
- Magazine inclusivity
- Magazine diversity
- Magazine representation
- Magazine authenticity
- Magazine transparency
- Magazine accountability
- Magazine responsibility
- Magazine integrity
- Magazine honesty
- Magazine fairness
- Magazine justice
- Magazine equity
- Magazine inclusion
- Magazine participation
- Magazine collaboration
- Magazine cooperation
- Magazine support
- Magazine assistance
- Magazine help
- Magazine guidance
- Magazine direction
- Magazine instruction
- Magazine information
- Magazine knowledge
- Magazine understanding
- Magazine awareness
- Magazine recognition
- Magazine appreciation
- Magazine respect
- Magazine esteem
- Magazine regard
- Magazine honor
- Magazine glory
- Magazine fame
- Magazine reputation
- Magazine status
- Magazine position
- Magazine rank
- Magazine level
- Magazine grade
- Magazine class
- Magazine order
- Magazine sequence
- Magazine series
- Magazine set
- Magazine collection
- Magazine group
- Magazine organization
- Magazine system
- Magazine structure
- Magazine framework
- Magazine foundation
- Magazine base
- Magazine core
- Magazine center
- Magazine focus
- Magazine emphasis
- Magazine importance
- Magazine significance
- Magazine value
- Magazine worth
- Magazine merit
- Magazine quality
- Magazine excellence
- Magazine distinction
- Magazine superiority
- Magazine pre-eminence
- Magazine leadership
- Magazine dominance
- Magazine power
- Magazine influence
- Magazine control
- Magazine authority
- Magazine jurisdiction
- Magazine sovereignty
- Magazine independence
- Magazine autonomy
- Magazine self-governance
- Magazine self-determination
- Magazine self-reliance
- Magazine self-sufficiency
- Magazine self-actualization
- Magazine self-fulfillment
- Magazine self-actualization
- Magazine self-fulfillment
- Magazine self-actualization
- Magazine self-fulfillment

IMAGERY

This mood board has been created to help plan the type of photos that will be needed for the initial of the hostel itself.

I think that an exterior and interior shot will be needed.

FINAL DESIGN AND HOW THEY MEET THE CLIENT BRIEF:

Name of the client is prominent - clear that it's their magazine

Use of the slogan from the client brief

Image represents backpackers and people on a budget, as well as exploring and travelling.

Glitter to represent the slogan 'dream big'

Key values

Responding to a given design brief. You will use all of your skills and knowledge collected throughout the course to prepare and produce a response to this brief. Your work will show a range of inspiration and skill.



9, 10 & 11 Graphic Design