

**UAL LEVEL 3
EXTENDED DIPLOMA
IN GRAPHIC DESIGN**

UAL Level 3

Extended Diploma

Graphic Design

Studying Graphic Design represents the opportunity to explore the broader art world, creating images with originality and purpose.

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*Level 3 Extended Diploma in Art, Design & Communication (**Graphic Design**)*

- Level - 3
- Units - 6
- Total Qualification Time (hours) - 1440
- Guided Learning Hours (GLH) - 1080
- Typical course duration - 2 years
- UCAS points - Pass 72 / Merit 120 / Distinction 168
- Typical progression - Higher education, employment, other training opportunities.

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Year 1

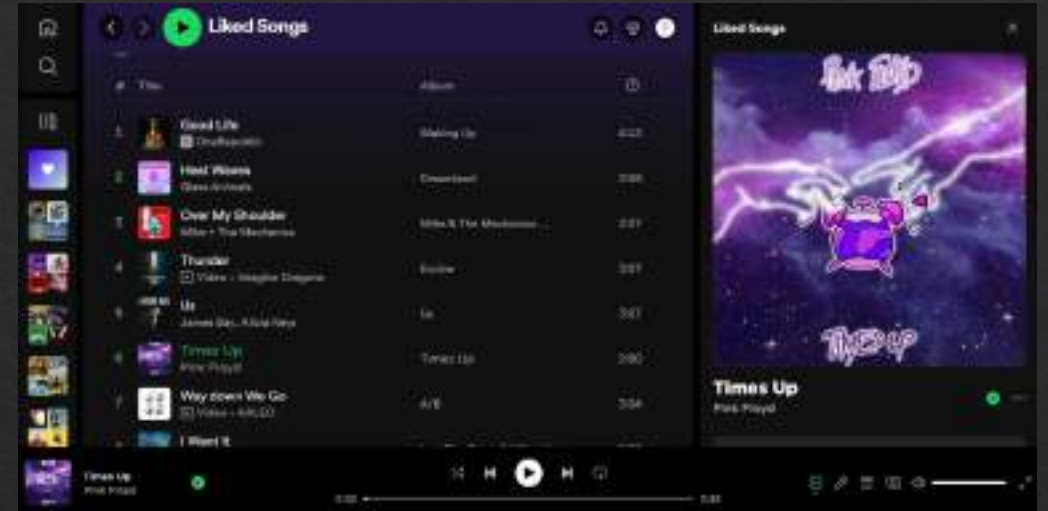
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In year 1, level 3 Graphic Design students will understand the creative process, how to develop creative practice and learn how to answer a brief professionally.



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Unit 1 – The Creative Process

Project Name: *This Ain't Your Type*



New skills & Techniques:
Colour Theory
Sketching
Digital Intro to Photoshop;
Illustrator & Fresco
+ more

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Unit 1 – The Creative Process

Project Name: *This Ain't Your Type*



Typography Illustration:
Client & Designer Dynamic
Frequent Workshops
Feedback & Checklists



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Unit 2 – Developing Creative Practice

Project Name: *Music Sounds Better With You*



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Unit 3 – Answering a Creative Brief

Project Name: *Sandbox - Gaming*



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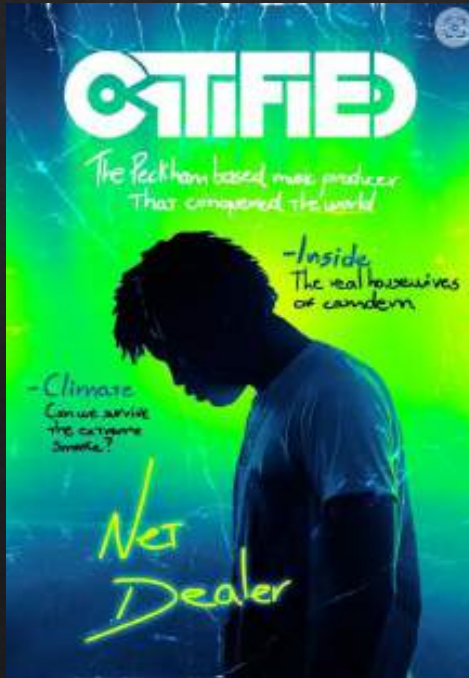
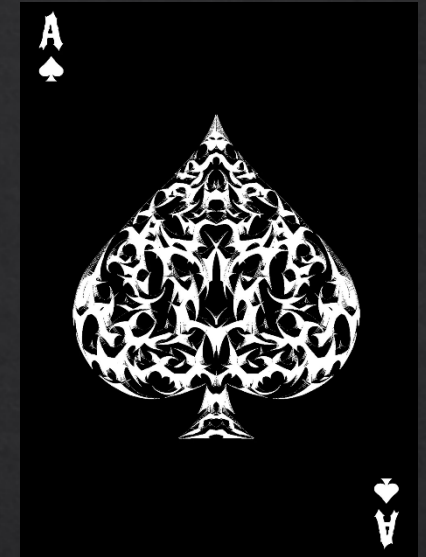
Year 2

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In Year 2, Extended Diploma Graphic Design students will conduct in-depth research to develop industry skills and have the opportunity to create a specialist creative outcome.



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Unit 4 – Researching a Specialist Industry Practice

Project Names: - *Read into It*
- *D&AD AWARDS*



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Unit 5 – Specialist Technical Skills Development

Project Name: *Urban Magazine, From Page to Screen*



BRAND STATEMENT: "Igneous we capture the essence of an ever transforming urban youth culture. We blend fashion with energy and transform modern routines to create a platform that reflects our city's immense and diverse talent."

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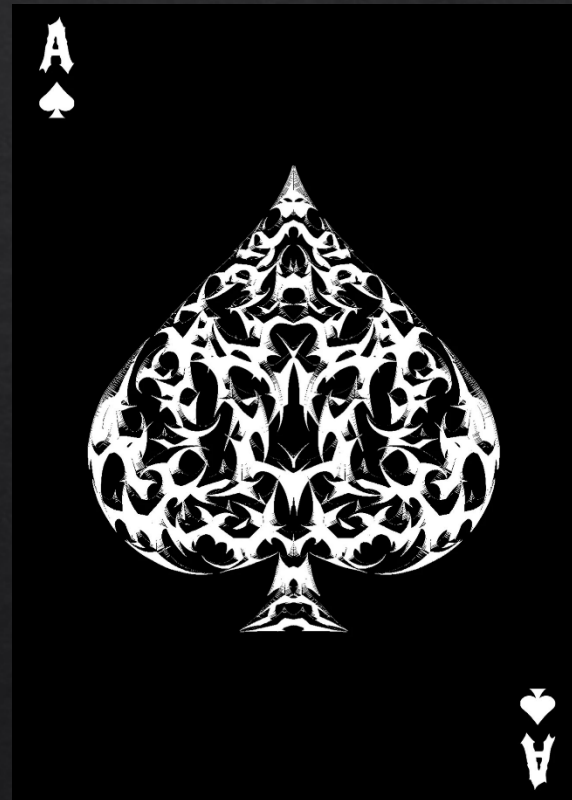
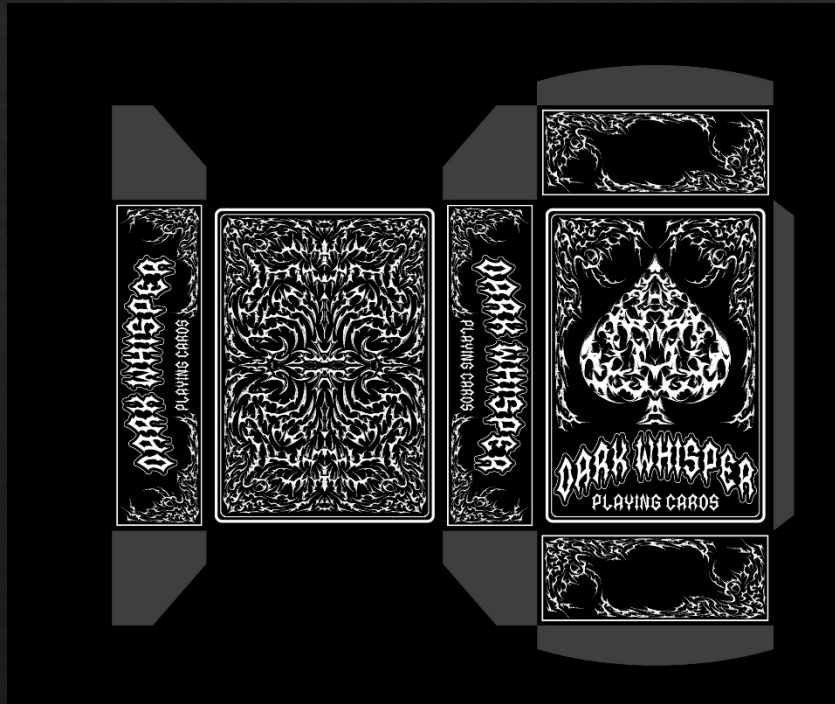
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Unit 6 – Specialist Creative Outcome

Project Name: *Finale*

DARK WHISPER



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Resources

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Access to Microsoft Office 365

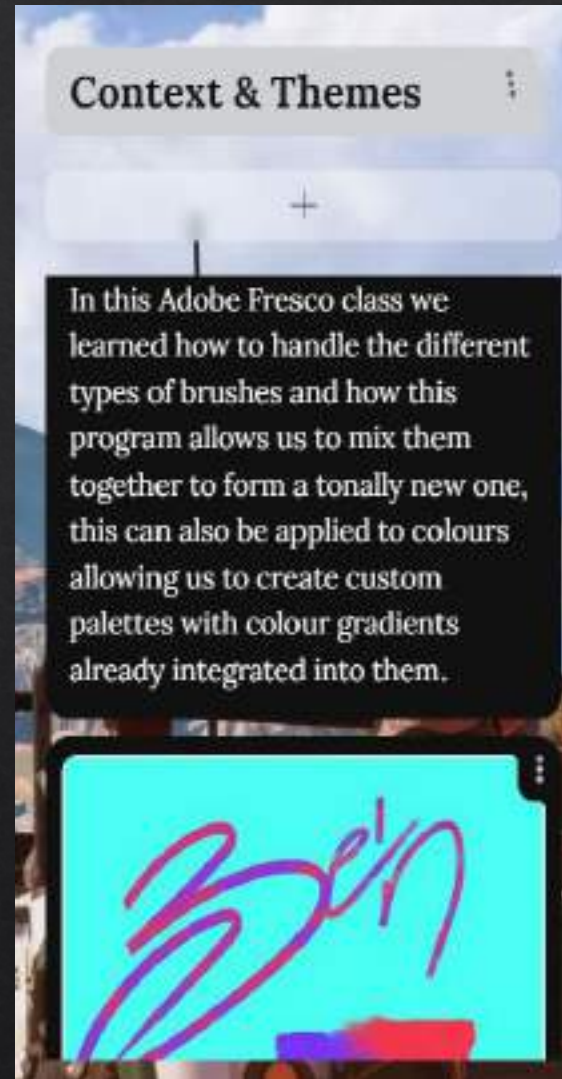


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Online Portfolio: Padlet supplied by the college



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Access to Adobe's Creative Cloud



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Regular Workshops

- Colour Theory
- Drawing Techniques
- Industry Skills
- Logo Design
- Branding
- Layout
- Photography
- Etc...

COVER DESIGN

When a cover forces you to look again, to think twice, to stop and wonder, it's respecting your intelligence, especially when it depicts sensitive subject matter



CREATING A BRAND

Soon it will be time to experiment. You must be able to do several variations of your ideas, these should be different and the most varied possible within your design direction. Later, you will worry about perfecting your final choice



Brand Statement

Vice online mobile version:



Colour Theory



Colour Theory in Graphic Design: Yellow

Yellow, also a warm colour is considered to be one of the brightest and most energizing of the warm colours. It's commonly associated with

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The Design Process

Design process - Research

Research informs Designs



Final Corporate Logo

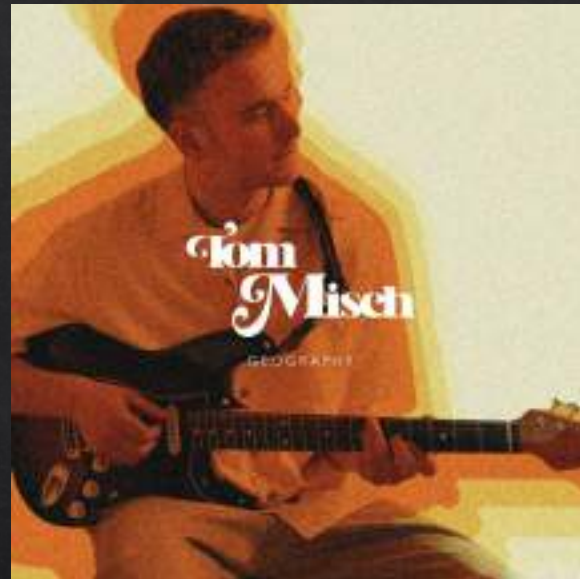
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Design process - Research

Artist responses:



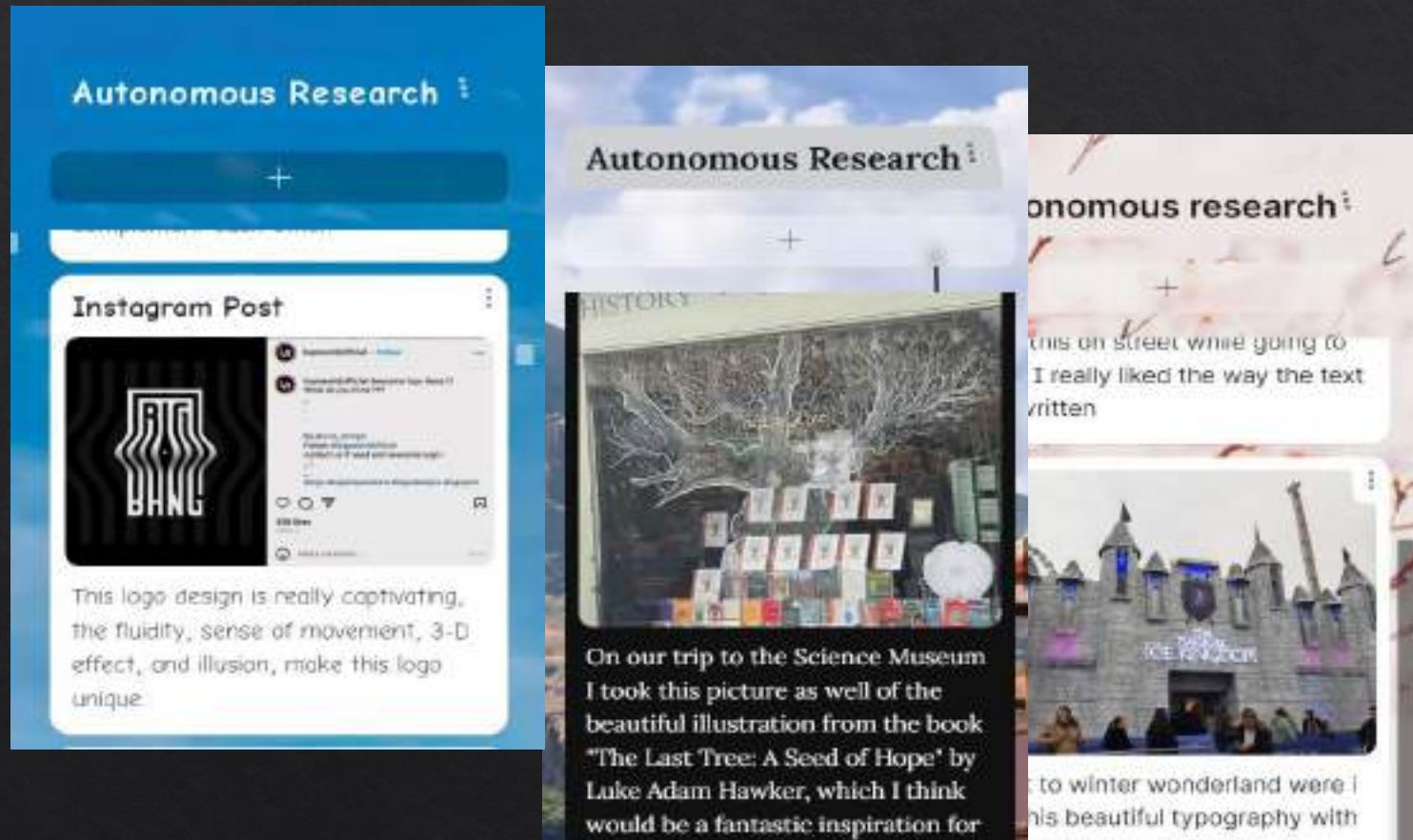
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Design process - Research

Oculus: Learning Outside the Classroom



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Regular Skills Sessions



Software:
Illustrator;
Photoshop;
Fresco
& Figma

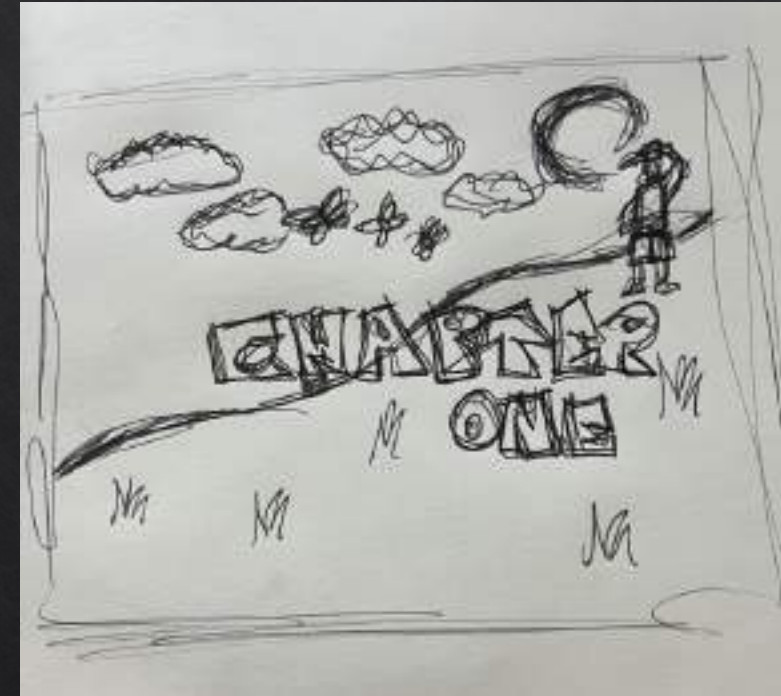


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Design process - Experimentation

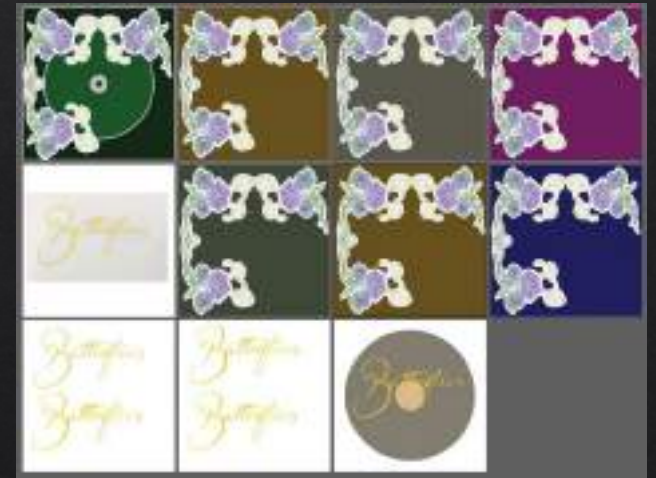


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Design process - Experimentation



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Design process - Ideas

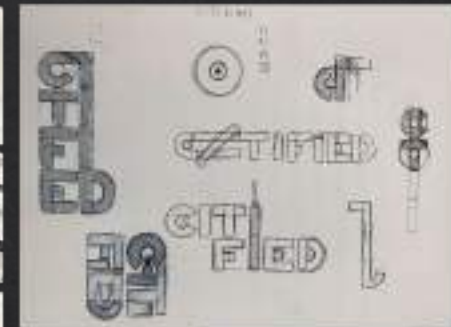
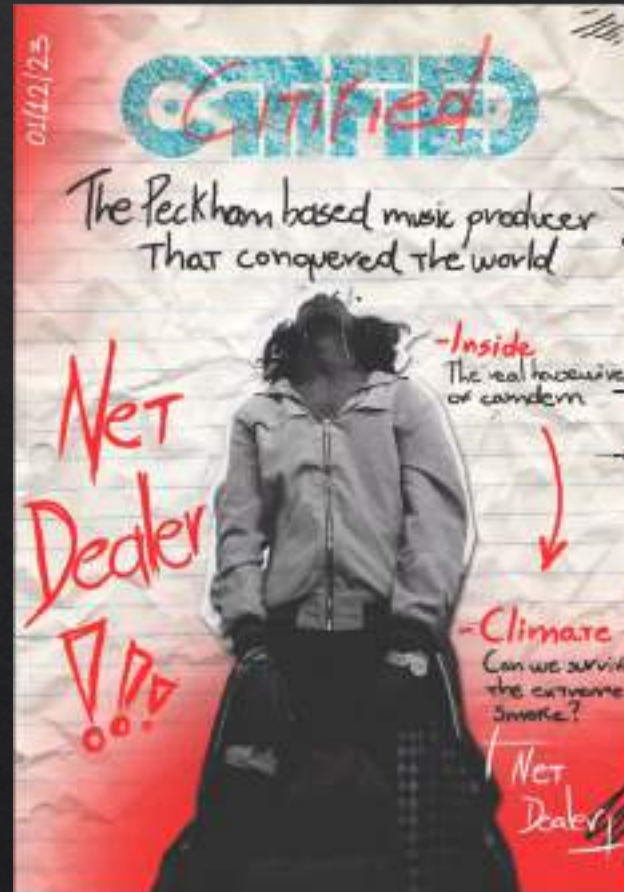
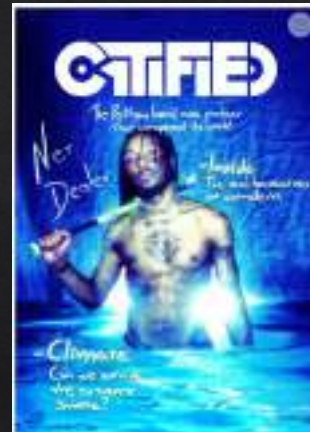
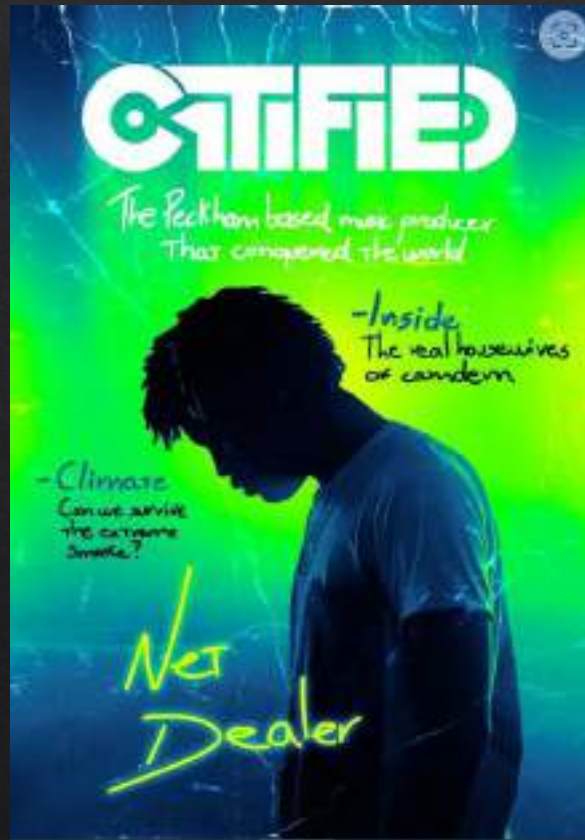


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Design process: Experimentation in Production



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Designs:

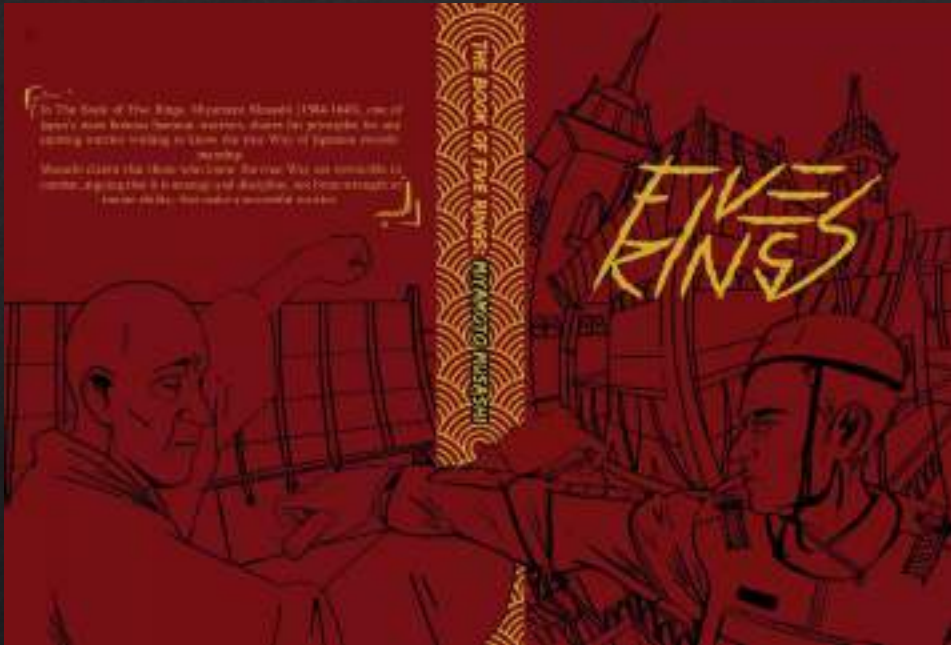


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Designs:



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Questions? – Email: jboavida@southbankcolleges.ac.uk

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Do you know this logo?

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JOHN

PASCHE



What is considered by many the most famous logo in music history was designed by a...

- Yes, a Graphics Student

