

Graphic Design

Year 11

Portfolio (Coursework – 60%)

Project Structure



PAGE	R	A	G
1. Title Page – Project Title/Theme and your name.			
2. Topic Brainstorm/Mind Map.			
3. Topic Research – general research on the topic. Include imagery, drawings, experiments and annotations. (2 to 4 slides/pages)			
4. Primary Research – photographs, drawings, observations, experiments and annotation. (5 to 10 slides/pages)			
5. Artist/Designer Initial Research – brainstorm of artists/ designers (a few images of each artist /designer’s work and their name).			
6. Artist/Designer Research 1 – research and general analysis of first chosen artist. Background info, analysis, opinion and ideas.			
7. In-depth Analysis Page – based on one piece of artist/designer 1’s work.			
8. Initial Artist Experimentation – merge artist research with primary research. Experimenting in the artist style and materials. (2 to 3 slides/pages)			
9. Artist/Designer Research 2 – research and general analysis of first chosen artist. Background info, analysis, opinion and ideas.			
10. In-depth Analysis Page – based on one piece of artist/designer 1’s work.			
11. Initial Artist Experimentation – merge artist research with primary research. Experimenting in the artist style and materials. (2 to 3 slides/pages)			
12. Compare & Contract Artist/Designer Page – cross analysis of both artist’s/designer’s work. Highlighting similarities, contrasting elements and ideas of how to merge both artists/designers styles.			
13. Experiments – merging artist styles with primary research. Combining artist styles. Experimenting with a range of techniques and media. Editing/experimenting on Photoshop and Illustrator. (10 to 20 slides/pages)			
14. Research of final branding, outcomes and/or concepts – research pages on branding, outcome and concept ideas for your project. Using your experiments as initial ideas and inspiration.			
15. Design Ideas – using your branding, outcome and concept research and your experiments, start to merge and develop your own branding ideas, outcome ideas and concept ideas. (5 to 10 slides/ pages per branding idea, outcome and/or concept)			
16. Design Development – narrowed down experiments of your branding ideas, outcomes and/or concept ideas. (5 to 10 slides/pages leading towards your final designs)			
17. Final Branding, Outcomes and Concepts Planning Page (one slide/page per design) – a step by step explanation in becoming the final design.			
18. Final Branding, Outcomes and Concept Page – (one slide/page per design)			
19. Evaluation & Reflection – Written and design reflection pages (2 to 3 slides/pages)			
20. Photographs of final outcomes			

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Year 11

External Set Task (EST) – 40%

Project Structure



PAGE	R	A	G
1. Title Page – Project Title/Theme and your name.			
2. Topic Brainstorm/Mind Map.			
3. Topic Research – general research on the topic. Include imagery, drawings, experiments and annotations. (2 to 4 slides/pages)			
4. Primary Research – photographs, drawings, observations, experiments and annotation. (5 to 10 slides/pages)			
5. Artist/Designer Initial Research – brainstorm of artists/ designers (a few images of each artist /designer’s work and their name).			
6. Artist/Designer Research 1 – research and general analysis of first chosen artist. Background info, analysis, opinion and ideas.			
7. In-depth Analysis Page – based on one piece of artist/designer 1’s work.			
8. Initial Artist Experimentation – merge artist research with primary research. Experimenting in the artist style and materials. (2 to 3 slides/pages)			
9. Artist/Designer Research 2 – research and general analysis of first chosen artist. Background info, analysis, opinion and ideas.			
10. In-depth Analysis Page – based on one piece of artist/designer 1’s work.			
11. Initial Artist Experimentation – merge artist research with primary research. Experimenting in the artist style and materials. (2 to 3 slides/pages)			
12. Compare & Contrast Artist/Designer Page – cross analysis of both artist’s/designer’s work. Highlighting similarities, contrasting elements and ideas of how to merge both artists/designers styles.			
13. Experiments – merging artist styles with primary research. Combining artist styles. Experimenting with a range of techniques and media. Editing/experimenting on Photoshop and Illustrator. (10 slides/pages)			
14. Research of final branding, outcomes and/or concepts – research pages on branding, outcome and concept ideas for your project. Using your experiments as initial ideas and inspiration.			
15. Design Ideas – using your branding, outcome and concept research and your experiments, start to merge and develop your own branding ideas, outcome ideas and concept ideas. (3 to 5 slides/ pages per branding idea, outcome and/or concept)			
16. Design Development – narrowed down experiments of your branding ideas, outcomes and/or concept ideas. (3 to 5 slides/pages leading towards your final designs)			
17. Final Branding, Outcomes and Concepts Planning Page (one slide/page per design) – a step by step explanation in becoming the final design.			
18. Final Branding, Outcomes and Concept Page – (one slide/page per design)			
19. Evaluation & Reflection – Written and design reflection pages (2 to 3 slides/pages)			
20. Photographs of final outcomes			