

# UAL Level 3 Extended Diploma in Graphic Design



Welcome to the UAL Level 3 Extended Diploma in Graphic Design. This course will lead you onto an exciting and fulfilling career in the creative industries. You will be taught a wide range of design skills such as branding, social media, advertising, illustration, photography and animation. You will also work with both traditional and modern techniques and technologies. Traditional, studio-based techniques such as drawing, darkroom photography and printmaking are delivered to develop raw visual communication skills. Alongside this, you will be taught on industry-standard Apple Mac computers by highly skilled professionals that are all from the industry by either working for graphic design companies, freelancers or owned their own creative businesses. Expect to learn to use software such as Photoshop, InDesign, Illustrator and After Effects.

During first term of the course, you will be introduced to the world of graphic design through a selection of workshops that incorporate fast-paced tasks. Each week you will learn a new technique and will go on to design a variety of outcomes. This will ensure you build up your skillset quickly and efficiently to tackle the upcoming assignments in Terms 2 and 3.

In the second year of the course, you will build upon your knowledge of graphic design and work on a variety of assignments. There are further opportunities to challenge your use of traditional and digital media such as learning how to photo-silkscreen and use After Effects for animating your graphics. Projects can include live competitions, collaborations with businesses and working on client led projects. It is an exciting time for your qualification as you will begin to make life changing decisions about your future into the creative industries and/or universities.

**Preparing to start your course.**



Before you start your course, you need to get your mind-set in place to prepare yourself for a challenging and rewarding qualification. It is a fantastic opportunity to be able to work on one subject and this will encourage you become a thoughtful and confident designer. You need to give yourself time to dedicate to your course at home so that you can continue to work on your coursework outside of college hours. Whether this is research, practising techniques, analysing your work or becoming a more independent designer. Having a computer or laptop that can run the Adobe CC software would be advantageous as we generously pay for you to have a full subscription to all the Adobe software. This is for you to use during your college sessions and when you are at home. The Adobe software works across both PC and Mac based operating systems so having either of these would benefit your progress. This is not a requirement of the course, and it will not disadvantage you if you don't have a computer, but you will certainly find it more enjoyable to be able to continue your digital lessons at home. The School of Art and Design is a well-resourced area, and we supply many materials for free and have outstanding equipment. However, all Art and Design students are required to have a basic 'kit' for them to complete assignment work on the course. Additional materials may be required as the course develops. Here is your kit list for the graphic design course:

**Memory Stick** (USB stick – anything over 16gb) or use an **External Hard Drive** (anything over 100gb) – shop around to get the best price (online).

**Sketchbook/Notebook:** Handy for jotting down thoughts, sketching out ideas, using to store your studio work etc.

**Studio materials:** You will need – pair of scissors, black fine liners, coloured fine liners, glue sticks, pencils, biro's. Paint brushes are also good to have.

**A metal ruler and a craft scalpel:** This is used for cutting stencils and for collage work.

**Digital camera** or a device that can take high quality images (smartphone etc).

Please note: You might get asked to buy photographic paper and films during the term (darkroom materials), we will advise on the brand and type when and if this is needed. These will be available to buy from the college shop.

## Summer Work Task

### Task 1 – Get social on Instagram.



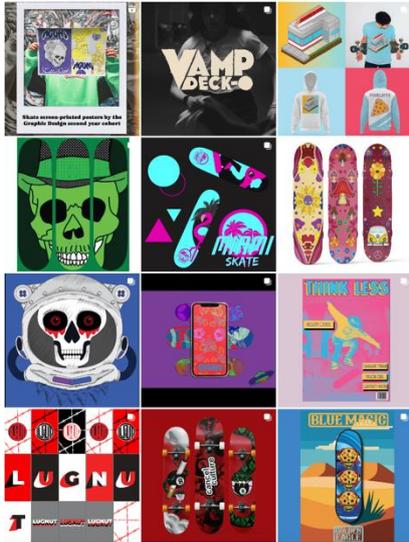
lch\_graphic\_design [Edit Profile](#) [View archive](#) [Ad tools](#) 

246 posts 287 followers 206 following

Level 3 Graphic Design  
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171 accounts reached in the last 30 days. [View Insights](#)

Many of you will already use Instagram for your personal and social posts. **Please set up an art Instagram page for your graphics** – this must be separate from your personal profile (never mix the two). You can easily add another account to the Instagram app. You will use this account on the course to share your work. Please then follow us: [https://instagram.com/lch\\_graphic\\_design](https://instagram.com/lch_graphic_design) (the graphics course) and <https://www.instagram.com/leonardocreativehouse> (the entire art school at West Suffolk College)



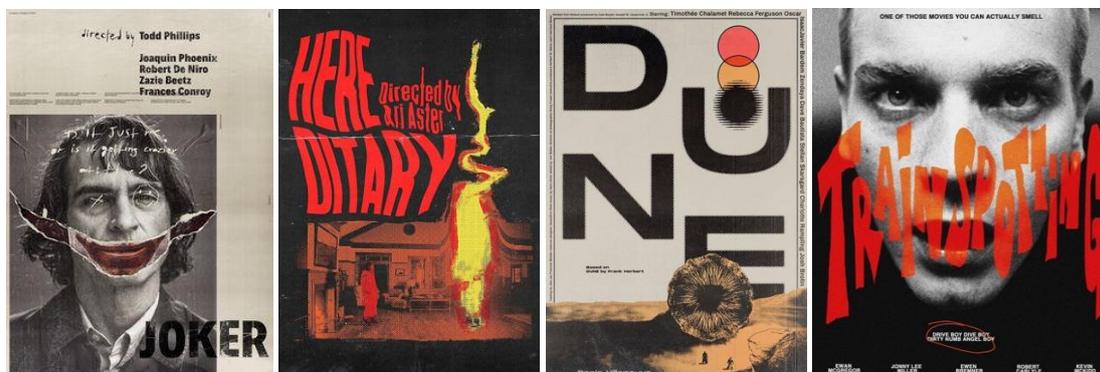
### Task 2 – Become an informed designer by using Pinterest.



**If you haven't already got one, please sign up to Pinterest.** Pinterest is a social network that allows users to visually share and discover new interests by posting (known as 'pinning') images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned. We would like you start a board and **add at least 20 'pins' of cool alternative film poster designs, that you find inspirational.** You will use this for your creative task below. You

will continue to use Pinterest during your course for branding, packaging, moving image, styles of graphics, typography, advertising and so much more.

### Task 3 – Get creative.



Your task is to design a **poster based on an existing film of your choice**. During the welcome session (if you were able to attend) you were introduced to different methods of how to create distorted typography and used these within the horror film genre. For this task you can lean back on these methods, but it would also be great for you to showcase your own use of media and techniques. You can use any method you feel comfortable. This could include your own photography, collaged imagery from newspapers or magazines, cut-up type, hand-drawn images, digitally edited type or image (if you have the software and skills). You might be a super amazing illustrator or already have some brilliant digital skills, or just starting out and want to know more. That's what this task is about! There is no right or wrong way to approach this task, just have fun with it. Use your Pinterest board to help inspire your ideas. Please produce your poster as an A3 portrait outcome, in colour or in black & white.

<p><b>Deadline Date:</b></p> <p><b>The first day of your course.</b></p>	<p><b>How do students submit their completed work:</b></p> <p>Please upload your outcome onto your Instagram and tag us @lch_graphic_design – P.S You can create more than one (find a trilogy to challenge your ideas).</p> <p><i>Add to your dedicated design Instagram page and tag us. You will continue to use this as a platform to share your work on the course.</i></p>
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### **Useful Websites**

[www.blog.spoongraphics.co.uk/articles/50-must-see-alternative-movie-posters-by-designers](http://www.blog.spoongraphics.co.uk/articles/50-must-see-alternative-movie-posters-by-designers)

[www.alternativemovieposters.com](http://www.alternativemovieposters.com)

[www.pinterest.co.uk/ellistuesday/alternative-movie-posters/](http://www.pinterest.co.uk/ellistuesday/alternative-movie-posters/)

[www.ollymoss.com](http://www.ollymoss.com)

[www.posterspy.com](http://www.posterspy.com)

### **Staff Contact**

*Staff Name: Jodi Parker*

*Job title: Course Director*

*Staff Email Address: [jodi.parker@easterneducationgroup.ac.uk](mailto:jodi.parker@easterneducationgroup.ac.uk)*