

BA/HND Graphic Design -year 1

Module Title: Graphic Communication

Level: 4

Semester: 1

Coordinator: Gavin Kirby

Project Title: Penguin Book Covers

Project No. 4 of 4

Staff/author: Gavin Kirby

Inception date: 01/10/19

Completion date: 10/12/19: 3pm

Read this sheet carefully, keep it safely and at the end of the project write a few words of self appraisal and hand it in with the rest of your work

Introduction

There are many different ways to express and communicate a message or feeling. This project will enable you to explore expressive visual design through the use of colour, shape and texture.

Brief

Choose three Penguin book titles from the list below. You will need to add the book title and relevant text to the InDesign template that has been provided. The template has all the required paragraph styles, logos and barcode information that you will need for your books. Do not change the typefaces or the position of the layout elements on the template. All you need to do is create the visual elements for the book. The visual elements need to try and compliment the chosen book but not in a literal sense. Your responses can be quite ambiguous and abstract. You can create your visuals by hand but they will need to be photographed or scanned so that they can be added to the InDesign template for printing.

There will be several creative and craft based workshops running throughout this semester. I recommend that you use these workshops to help you to create the visuals for this design brief. Check your emails and Moodle for information on booking into the workshops that are available.

The visual elements can be based on simple geometric shapes and patterns; simple Isotype illustrations and graphics; textured abstract collage etc. Think about colour, object size, repeating elements, overlapping and obstructing.

Whichever style you choose you will need to use a similar style over all of your three designs so that the books work as a set.

Book Titles

The Hitch Hiker's Guide to the Galaxy
1984

Twenty Thousand Leagues Under the Sea

The Time Machine

The War of the Worlds

The Day of the Triffids

The Andromeda Strain

Journey to the Centre of the Earth

The Call of Cthulhu and Other Weird Tales

The Invisible Man

The Prisoner

A Clockwork Orange

Texts/hints and tips

Look at art and design styles like Constructivism, Swiss Style, Pop Art, Post modernism, Abstractionism, Information Graphics, and Isotypes. You can use digital illustration, hand craft, painting, photography etc.

Avoid the obvious responses.

Book into workshops to help you to create your visuals

Experiment!

Work required

- 3x Penguin Book Covers printed in colour on A4 landscape
- Evidence of development work.

Submission Information

The work must be submitted on paper, A4 landscape. The work does not need to be formally mounted but does need to be presented neatly. Make sure your name is on the work. A copy of the digital files on disk or memory stick needs to be submitted at the portfolio assessment on the 13th December along with any image files as required, make sure it is in a clearly marked folder with your name is on the work.