



CONNECT2COLLEGE

GRAPHIC DESIGN PRE-ENROLMENT RESOURCE PACK



Graphic Design

Relates to

- UAL Level 3 Digital Design
- UAL Level 2 Creative Media

<https://www.tmc.ac.uk/courses/industry-excellence-academy-creative-digital-design-partnership-creative-cow>



Expressive Typography Summer Challenge - World Word Wander

Background

Expressive typography is when text becomes an image representing the meaning of the word. The word “Cat” might have ears and a tail for example. We use words to communicate a lot so being able to work with type is a key skill for a designer.

The Challenge

Visiting other countries is tricky at the moment so we have decided to go a journey round the world using expressive typography.

We want you to think about words you would associate with travel and holidays and create some expressive type based on your ideas.

The words could be:

- The name of countries/places you want to visit
- Emotions you feel about travelling
- Activities you would love to do.
- Experiences you would love to have.

Basically, anything to do with travel.

The only rule on the words is are they are POSITIVE, so no travel sickness or fear of flying.

Instructions

Research – Moodboard of expressive typography to inspire your ideas. You could save images in a folder, gather them onto a document using something like Photoshop or try out Pinterest. (www.pinterest.co.uk)

Design - Sketch your ideas, labelling to explain what you were thinking. We're most interested in how you express the meaning of the word through they type. Use colour, sketching and lots of notes to help describe your visuals.

Produce - Now we'd love to see this come to life. You can create a final hand-drawn illustration, a digitally produce graphic or even create a collage – use whatever software you already know, or try your hand out learning something new.

Present - create a Behance portfolio (<https://www.behance.net/>) and upload all of your work onto a single page – make it look the part! Please include #creativeTMC in the name of your project.

Other Interesting Things to Watch and Read

<https://www.wordasimage.page/>

<https://www.creativebloq.com/news/expressive-type-designs>

<https://dribbble.com/search/expressive%20type>