

# National 4/5 Graphic Design Brief :

## Design A Graphic design for either :

- A Range of "His & Hers" Toiletries / Fragrance Packaging for Hollister / or other company as decided for this session.

**OR**

- A co-ordinating Ipad and I phone cover for Apple .

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- Your designs will be based on natural objects, plants, flowers, insects etc, which can be seen during

**ONE** of the Four Seasons of the year.

- You will collect photos of aspects of your chosen season, Market Research for your chosen product, and Colour Schemes appropriate to your chosen Season for your **Research sheet**.

\*Photos for each season are available on the National 4/5 Expressive webpage. You can also use the web-links noted there for extra help.

- For the **Development stage** you should make drawings/compositions to form your Graphic design as a **LINE** drawing. These will be manipulated using aspects of computing.

- You will make drawings of sections and close ups from your chosen photographs, combine them and then you will be asked, to **form a LINEAR tracing of EACH OF your overall Final designs**.

- The designs will be placed into a template for the Shape of your Packaging(s) **OR** Ipad/Iphone.

- You will also add elements of **LETTERING FONTS** into your designs, using computers.

- Your finished **LINE** Design will be printed onto an acetate - transparent sheet.

You will then be asked to Develop your **COLOUR** ideas based on **COLOUR** schemes appropriate to **YOUR** chosen Season. You will use **COLOUR** to produce ideas for your design

- eg - **Winter theme might use cool colours such as blue / purple with green / turquoise.**

- Colour areas will appear under your acetate design.

- Coloured Materials which may be used include:

Paint  
Coloured  
Pencils  
Collage  
Watercolour

- You will work with a designer in this unit and you will be guided with demonstrations.

- You may only be asked to use a maximum number of colours due to the high costs of printing for your client.

- **2 Finished Acetate Designs should be shown for your Final Outcome Graphic ideas.**