

# Graphic Design Applicants

## Written Tasks (In your own words – no Wikipedia)

1. Briefly describe the difference between an art director and graphic designer - with examples.
2. Where in the industry would you want to work?
3. Can design really make a difference? Discuss with reference to responsibility and sustainability in design.
4. How does packaging influence you as a consumer? Discuss this with two examples of packaging that target you specifically – one that you respond to and another you feel does not really communicate. (Make sure to give us a visual idea of the packaging you are dealing with.)
5. It's late Friday night. You're home alone and feeling creative. Describe how you would put together a themed midnight feast?

## Practical Tasks

### 1. 360 degree drawings of your surroundings in a single line

Using white, A3 size cartridge paper in landscape format, and a standard black fine-liner pen, make a 360 degree / full circle observational drawing of (1) your exterior surroundings, and (2) an interior setting. Here's the trick though: you may not lift your pen from the paper once you've started the drawing process – the scenes must be depicted in a single continuous line.

### 2. Deconstructing existing packaging to create a new product / message

Your task is to create a new product or message, using the information of an existing packaging design. Process: find an empty packaging container (for example a toothpaste box) and unfold and undo all the sides until you're left with a flat layout of the design; make black-and-white photocopies of all the elements that make up the design of the flat packaging (at various sizes, to allow you more design flexibility); trace the outline of the of the original flat packaging shape onto an A3 piece of paper; reinterpret and rearrange your photocopied elements within the traced shape to design a new product or message. Once you've arranged and stuck down your new packaging design, make a final black-and-white photocopy for presentation.

### 3. Photo narrative (picture novella) of a family outing / occasion

Within the borders of an A3 size sheet of paper, create a sequential photo narrative that tells the story of a family outing. For this task you have to think about the concept of 'family' in order to portray the event – for example, does the notion of family constitute only humans and animals? Restrictions: your narrative must fit inside an A3 size space; the narrative must be presented in black-and-white; the maximum number of frames (photo images) you can work with is eight; and

your narrative must make sense without the use of any type (meaning dialogue, speech bubbles, punctuation or exclamation symbols).

#### **4. Character development using typographic forms**

Using old newspapers, cut out and combine typographic forms (letterforms, numerals, and punctuation marks) to create a series of type superheroes. Group your characters on an A3 size page so as to suggest a family portrait. You have to create a minimum of three superhero characters.

#### **5. Object drawing**

For this task you have to draw a household object of your choice in thirty different ways, on a single sheet of A3 sketchbook paper, using only black drawing mediums (no lead pencil sketches). Consider this when doing the task: look at your object from different angles and distances; draw the object with different mediums (fine-liner pens, ink, permanent marker, black ball-point pen, charcoal); and work in different line weights and qualities (think of maybe drawing a silhouette of the shape).

#### **6. Once upon a time...**

Choose a nursery rhyme and illustrate it in four frames (divide your A3 page into 4 equal parts) using a can opener, spatula and a pie chart as your characters / elements (make sure that all of the above elements feature in your narrative).

#### **7. Deconstruct and make new**

Randomly cut a number of 6cm squares from a newspaper, magazine, or other printed material. Then, select one that you think offers design possibilities. Enlarge this image using a photocopier, or computer, to a 12cm square. Next, while retaining the character and proportions of the original, create a new variation of the design by rearranging the copy and/or transforming the typefaces and illustrations using cut & paste technique.

#### **8. Abstract-graphic storyboard**

Working over nine frames (each measuring 3cm x 3cm) produce a storyboard that moves from red, through green, and ends with blue. The first square must be solid red, the fifth solid green and the last solid blue. How you interpret and visually explain what happens in between them is up to your imagination.

**Three important tips when putting together your entry portfolio:**

- portfolios or flip-files must not exceed A3 size;
- please do not embellish your portfolio with unnecessary decorations (such as doodles, stickers, feathers, or ribbon);
- and make sure that you label your task numbers clearly
- please list your computer skills