



UNIVERSITY CAMPUS
DONCASTER

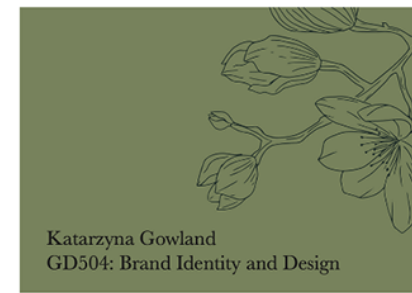
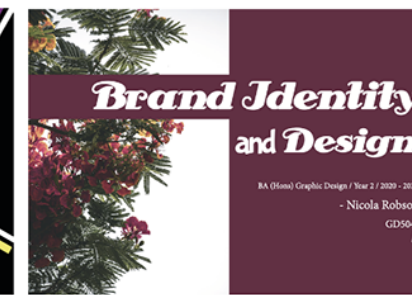
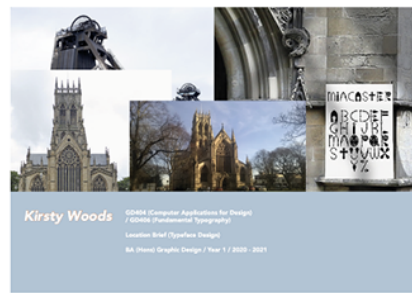
BA (Hons) Graphic Design

Peeling away the creative process

Year 1 // Level 4

PDJ

Although physical sketchbooks are used for ideas generation, and experimentation with traditional techniques and materials, students on our degree course submit all of their work in a digital **project development journal** (PDJ). This includes everything they have produced, from research and development stages, to their final outcomes. The digital format allows students to add, refine, and change the order of content, which is more difficult to do with a traditional sketchbook. The following examples demonstrate the ways in which our students work, and how they present their final project development journals for assessments.





A B C D E

CHLOE HAUGHAN
BA (HONS) GRAPHIC DESIGN
YEAR 1
FUNDAMENTAL TYPOGRAPHY

Naomi

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graph TD
    Locations[Locations] --> Industrial[Industrial]
    Locations --> Commercial[Commercial]
    Locations --> Natural[Natural]
    Locations --> Historic[Historic]

    Industrial --> FactoryWarehouse[factory/warehouse]
    Industrial --> Paddington[Paddington]
    Industrial --> TrainTubeStation[Train/Tube Station]
    Industrial --> Imports[Imports]

    Commercial --> OldBromptonRd[Old Brompton Rd]
    Commercial --> EastOfLondon[East of London]
    Commercial --> SEPaneraHotel[SE Panera Hotel]
    Commercial --> Hotels[Hotels]
    Commercial --> PubsBars[Pubs/Bars]
    Commercial --> TheGreenTavern[The Green Tavern]
    Commercial --> ShoppingMalls[Shopping malls]
    Commercial --> Markets[Markets]

    Natural --> Snaps[Snaps]
    Natural --> Museums[Museums]
    Natural --> NationalHistory[National History]
    Natural --> SecondHandMarket[Second Hand Market]
    Natural --> NationalPark[National Park]
    Natural --> Seals[Seals]
    Natural --> Gardens[Gardens]

    Historic --> Churches[Churches]
    Historic --> ShoppingMalls2[Shopping Malls]
    Historic --> Parks[Parks]
    Historic --> Castles[Castles]
    Historic --> Shopping[Shopping]
    Historic --> Parks2[Parks]
    Historic --> Fishes[Fishes]
    Historic --> BNB[B & B]
    Historic --> TeaShop[Tea Shop]
    Historic --> Bakeries[Bakeries]
    Historic --> Landmarks[Landmarks]
    Historic --> TheShard[The Shard]
    Historic --> TowerOfLondon[Tower of London]
    Historic --> LondonBridge[London Bridge]
  
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I tried to explore the idea of deconstructed type a little more by drawing letters in heavy black marker and cutting it into strips. I arranged them in slightly different positions to try to create a more abstract look when the letters were strung together. It would be as obvious to read at a first glance. I like this idea but I feel like it has been done a lot so I would like to try and create something similar, but possibly incorporate the idea of layering different sections of the letters similar to my previous experimentation. I think this would work well using cut out sections of paper that hide certain elements to the letters and creating sections that slide out to reveal the full letter.

Even though this was difficult to photograph due to it being on two separate layers of tracing paper, I like how this turned out with the lettering in the background looking a little faded. I think it goes well with the theme of uncovering clues because the text doesn't stand out in the forefront of the image and is not the first thing your eyes focus on.



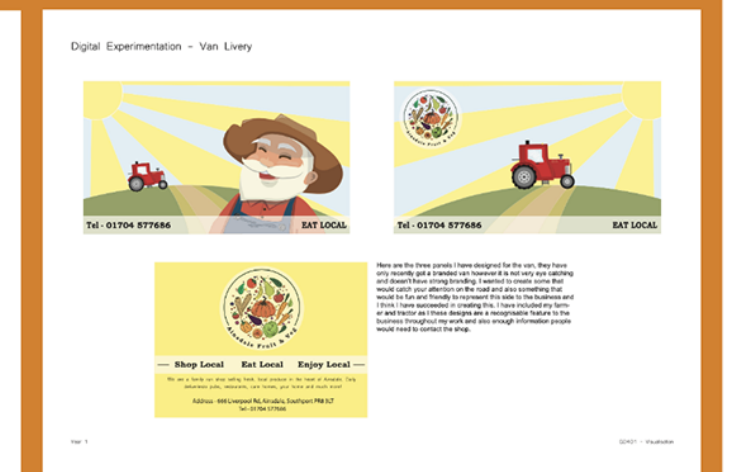
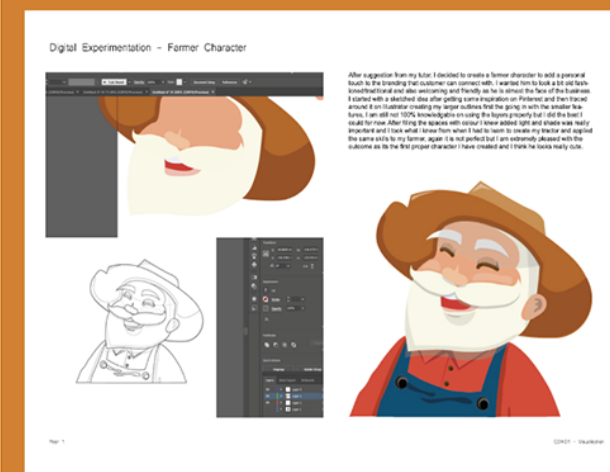
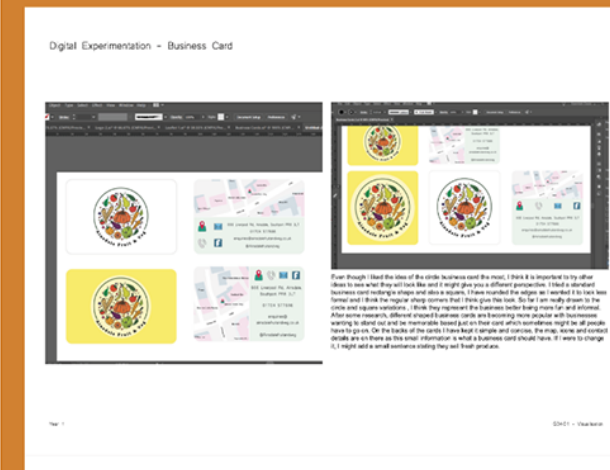
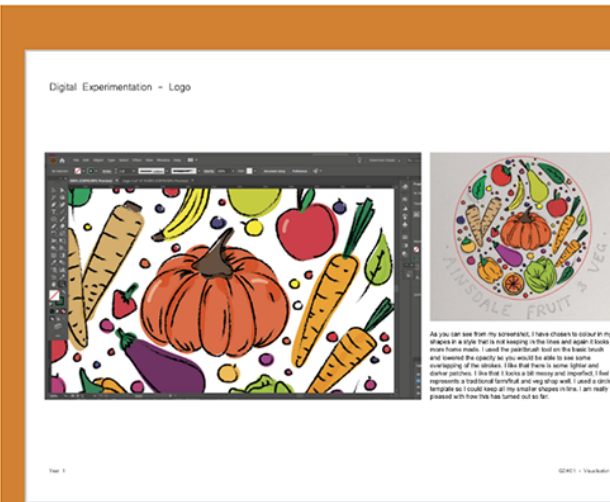
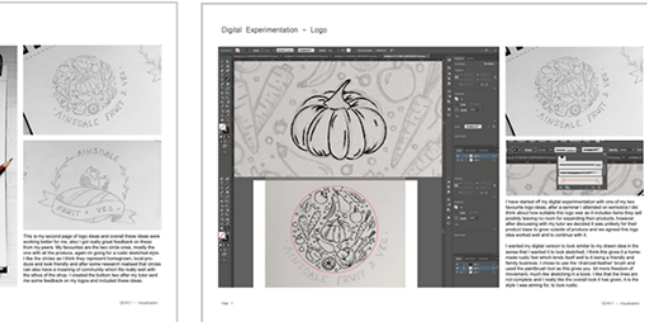
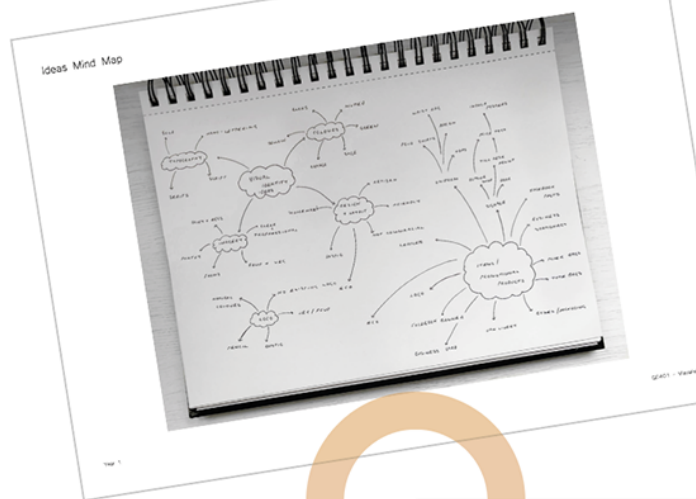
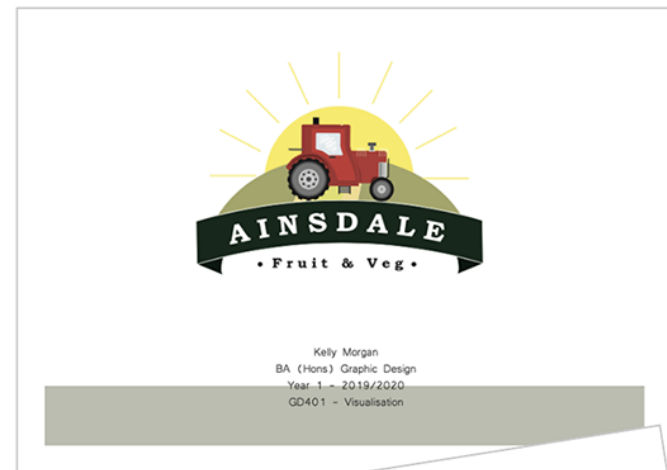
ABCD
 EFGH
 IJKL
 MNOP
 QRST
 VWXX
 YZ

abcdefghijklmnopqrstuvwxyz



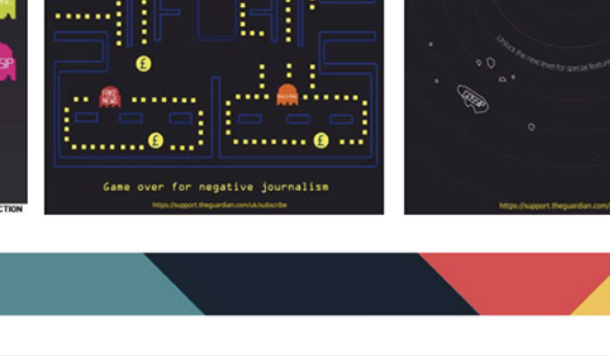
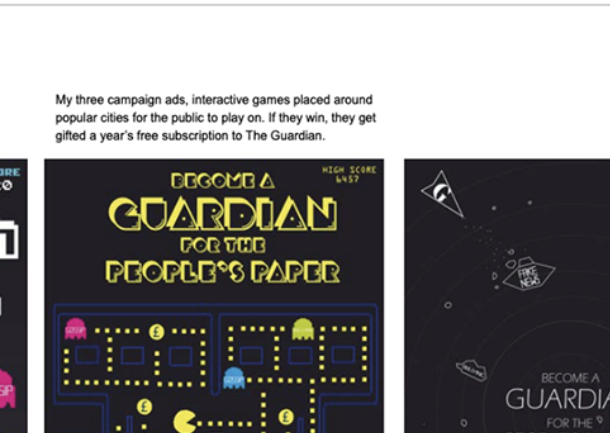
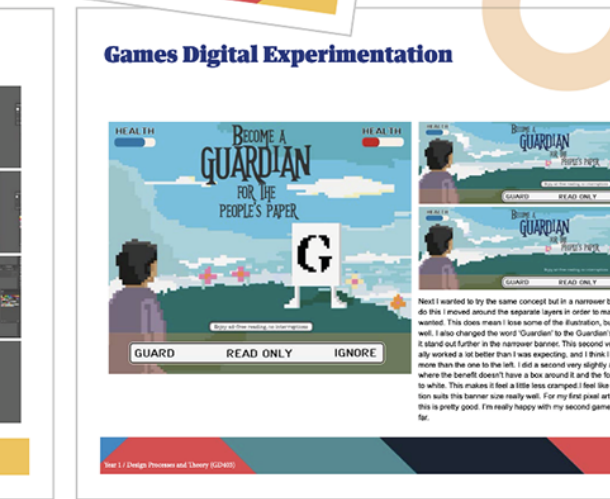
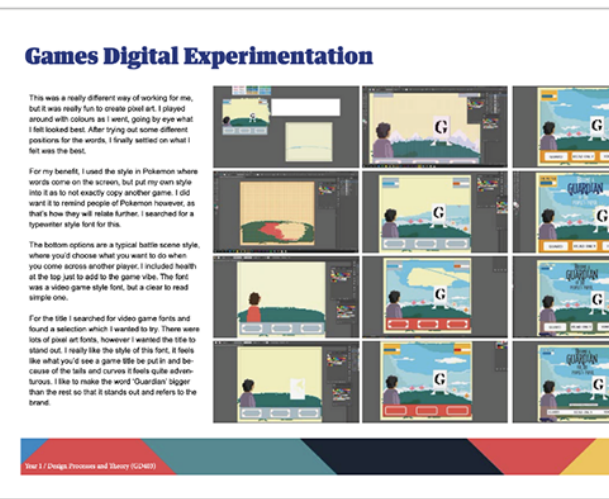
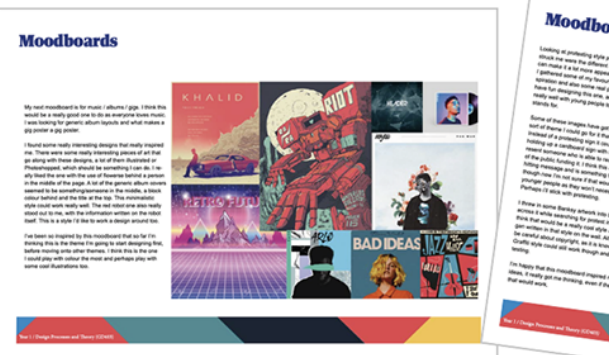
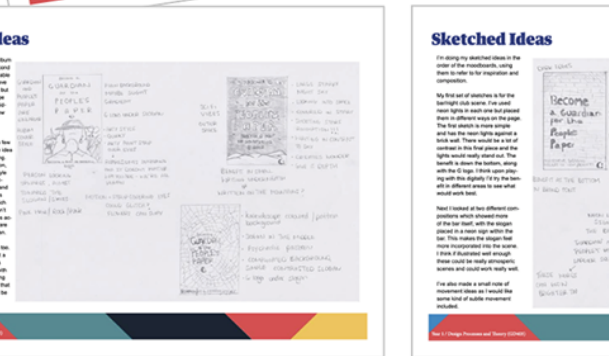
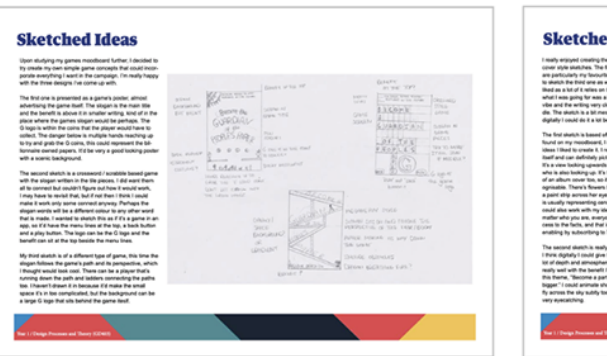
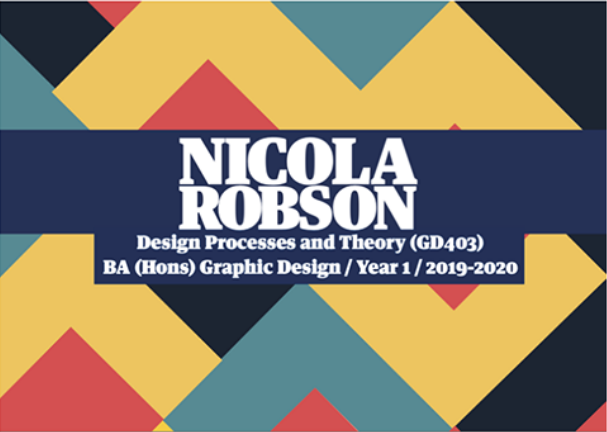
Example 02

Once you understand and master the process of creating commercially viable design work, you will have the opportunity to apply your creative and technical skills to client projects. Students find local businesses in need of rebranding, and offer to provide a new visual identity to update their current designs. The following pages are taken from a student's project development journal for the **Visualisation** module.



Example03

The projects for this module are connected to the Visualisation brief, in terms of producing work that has a commercial focus. You will be able to choose from a range of disciplines that include visual identity, editorial design, advertising, website and onscreen promotoinal design. This project development journal shows work from a level 4 student's **Design Processes and Theory** module.



Example 04

As well as working on practical projects, you will also spend time analysing a wide range of local, national, and international design companies. The objective of the **Studio Practice** module is to raise awareness of the industry in relation to commercial practices, client listings, and career opportunities. Other elements of the module includes the creation of an ongoing journal/diary, as well as building and adding to a portfolio of design work as you progress through each year of your degree studies.



