

# HEADSTART

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## Graphic Design

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# Visual Arts

## A Level Graphic Design Summer homework

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# Searching for letters

Typefaces are everywhere we look, on signs, packaging, labelling, books, newspapers, magazines, TV... each has a distinctive look and style that Graphic Designers select to communicate feeling; for example, handwritten typefaces are often used extensively in big supermarkets like Tesco, Sainsbury's and Morrisons because they add a feeling of authenticity to their stores, changing how they are perceived, making people feel that the offers in-store are genuine value.

There are thousands of typefaces to choose from and selecting the right one that is fit for purpose and adds meaning to the message, is a daunting task and requires careful consideration and critical judgement.

Your summer homework is intended to get you to look at typefaces in a different way and consider how a letter can appear and feel differently depending on the typeface it is designed in.

### The challenge

Choose a single letter and using any camera or phone, seek out and photograph 20 different versions of it.



### Suggestions to get you started

Get out and about! On your holidays take a trip to your local town or city and look for signage; shop signs; road signs; pub signs and also consider everyday things such as car number plates and manhole covers. Also, consider other less obvious places such as churches, memorials and harbours.

Most importantly, get close to the letters with your camera, avoid 'having to zoom in' later, after the image was taken.

Have all your JPEGs saved on your phone ready to use in your first lesson. Present your images on a PowerPoint or Canva slide.

# Effective and Poor typography within Branding.

Poor typography can quietly undermine a brand's credibility and drive customers away. When typefaces clash with a brand's personality, readability is sacrificed for style, or design choices lack consistency, audiences are left confused, disconnected, and less likely to trust the message.

Find 2 examples of effective typography within branding. This could be on a shop front, a drinks can, a fashion brand etc. Take a photograph of the product/signage and add it to your PowerPoint/Canva slides.

Analyse how your example shows the typography effectively representing the brand. Do this by answering the following questions:

- How does the style of lettering represent the type of product (what are their brand values - fun/creative/organic/corporate)?
- How has the use of colour created emotion?
- Does the typography stand out? Is it recognisable from other similar brands/products?

Now find 2 examples of poor typography within branding.

Analyse your examples on your PowerPoint/Canvas slides and answer the same questions above but explain why you think they work negatively for the brand.

- Is the lettering the wrong style for the brand's aesthetic (what they represent)?
- Are the colour choices not very effective? Do they clash but in an unappealing way? Do they create the wrong emotion?
- Is the typography not very easy to recognise?

