A level Graphic Communication

ROCHESTER INDEPENDENT COLLEGE

"Don't mislead legibility for communication - Just because something's legible doesn't mean it communicates. More importantly, it doesn't mean it communicates the right thing." David Carson

A Graphic Design A Level is about communication and problem-solving. It encompasses all of the traditional art and design skills alongside the new emerging technologies. The great thing about Graphic Design is that you don't need to be a great artist to be successful in this area.

Read

Just My Type by Simon Garfield

Not just a font book, but a book of stories about how Helvetica and Comic Sans took over the world. About why Barack Obama opted for Gotham, while Amy Winehouse found her soul in 30s Art Deco. About the great originators of type, from Baskerville to Zapf, or people like Neville Brody who threw out the rulebook, or Margaret Calvert, who invented the motorway signs that are used from Watford Gap to Abu Dhabi. About the pivotal moment when fonts left the world of Letraset and were loaded onto computers ... and typefaces became something we realised we all have an opinion about. As the Sunday Times review put it, the book is 'a kind of Eats, Shoots and Leaves for letters, revealing the extent to which fonts are not only shaped by but also define the world in which we live.'

[Extract: Chapter 4 - Can a font make me popular](#)

How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world by Michael Bierut

A monograph, manual and manifesto by one of the world's leading graphic designers. Protégé of design legend Massimo Vignelli and partner in the New York office of the international design firm Pentagram, Michael Bierut has had one of the most varied careers of any living graphic designer. The 35 projects Bierut presents in this book illustrate the breadth of activity that graphic design encompasses today, his goal being to demonstrate not a single ideology, but the enthusiastically eclectic approach that has been a hallmark of his career. Each project is told in Bierut's own entertaining voice and shown through historic images, preliminary drawings (including full-size reproductions of the notebooks he has maintained for over 30 years), working models and rejected alternatives, as well as the finished work. Along the way, he provides insights into the creative process, his working life, his relationship with clients, and the struggles that any design professional faces in bringing innovative ideas to the world. Inspiring, informative and authoritative, How to...is set to be the bible of graphic design ideas.

Online

Logo Design - Everything you need to know

"When we look at something, we don't read first. Before anything else we see shape, we see colour, and if that's enough to hold our attention, then we'll read." David Airey

Colour Theory for Designers

There are few things in design that are more subjective—or more important—than the use of color. A color that can evoke one reaction in one person may evoke the opposite reaction in another, due to culture, prior association, or even just personal preference.

Design Magazine websites:

Creative Review

Design Week

Creative Bloq

Digital Arts

Listen

Word of Mouth (BBC) Not My Type

How do fonts change the meaning of a message? What was Comic Sans invented for? Why was Obama's first election campaign so typographically bold? And which font would make you buy one chocolate bar over another?

He Shoots, He Draws

Billy Baumann - The Life & Times of a Graphic Designer

Watch

Stefan Sagmeister - Happiness by Design TED Talk

Stefan Sagmeister is no mere commercial gun for hire. Sure, he's created eye-catching graphics for clients including the Rolling Stones and Lou Reed, but he pours his heart and soul into every piece of work. His design work is at once timeless and of the moment, and his painstaking attention to the

smallest details creates work that offers something new every time you look at it. This TED Talk takes the audience on a whimsical journey through moments of his life that made him happy -- and notes how many of these moments have to do with good design.

David Carson - Design and Discovery TED Talk

David Carson's boundary-breaking typography in the 1990s, in Ray Gun magazine and other pop-cult books, ushered in a new vision of type and page design -- quite simply, breaking the traditional mold of type on a page and demanding fresh eyes from the reader. Squishing, smashing, slanting and enchanting the words on a layout, Carson made the point, over and over, that letters on a page are art. You can see the repercussions of his work to this day, on a million Flash intro pages (and probably just as many skateboards and T-shirts).

Helvetica - The Movie!

Not for the faint hearted - this is for true typography enthusiasts but it's something that you can dip into - "Helvetica" is a feature-length independent film about typography, graphic design and global visual culture. It looks at the proliferation of one typeface as part of a larger conversation about the way type affects our lives. The film is an exploration of urban spaces in major cities and the type that inhabits them, and a fluid discussion with renowned designers about their work, the creative process, and the choices and aesthetics behind their use of type. "Helvetica" encompasses the worlds of design, advertising, psychology, and communication, and invites us to take a second look at the thousands of words we see every-day.

Research

Websites for researching artists, designers and illustrators - Have a look through these and start to make your own Pinterest boards for different themes with work that inspires you.

Pinterest
Behance
Central Illustration Agency (CIA)
Directory of Illustration

Some themes that you can explore: Branding, Poster Design, Logo Design, Typography, Illustration, Infographics, Packaging Design, Environmental Design, Collage, Printing, Magazine Design, Design for Print… and anything else that interests you.