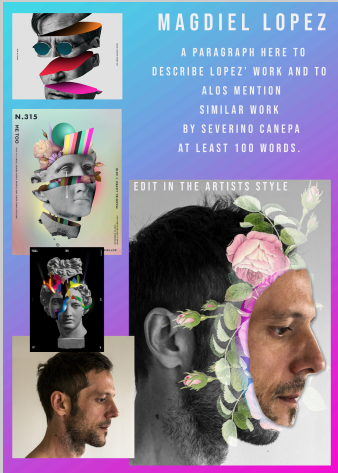



# PERSONA Project A1 :

This is a list of tasks that must be presented in your sketchbook and cover the “Persona” project of the Graphic Design A’level course .

Links will take you to the presentations or documents.

DATE	AO	AREAS COVERED	VISUAL REMINDER
Jan 23rd	A01	<p><a href="#">e-Sketchbook template</a> (You will need to submit your GMAIL address to Helen to access this .PLEASE MAKE A COPY FOR YOURSELF)</p> <p><a href="#">Google Sites sketchbook PPT</a></p> <p>What is Persona ? What are portraits ? 1 x A3 page of images that convey Persona <a href="#">PERSONA Pinterest Board</a></p> <p>1 page of “Famous” portraits from <a href="#">CONTROVERSIAL PORTRAITS Pinterest Board</a> with 4 briefly annotated &amp; 1 in depth annotation of approx 500 words.</p> <p><a href="#">Persona Powerpoint</a></p>	

<p>Jan 30th</p>	<p>AO2</p>	<p>Mon : A3 pages of Magdiel Lopez/ Rob Draper research + (technique tuesday)</p> <p>Tues: Try outs using Magdiel Lopez / Rob Draper style (show stages / edits) (Thurs &amp; Fri) continue</p> <p><a href="#">How to cut out a face section out</a> YouTube tutorial</p> <p>LINKS  <a href="#">Rob Draper</a> <a href="#">Rob Draper again</a> / <a href="#">Magdiel Lopez</a></p>	
<p>Feb 6th</p>	<p>AO1A O3</p>	<p>Persona : Introduce the briefs 2 x A3 pages which Explore the brief , showing <u>Design evidence (existing products / annotation) &amp; Aesthetics ideas (colours / fonts / shapes )</u></p> <p>SOME RESOURCES HERE :  <a href="https://www.pinterest.co.uk/graphicsasfc/asfc-persona-portraits/artists-for-persona-project/">https://www.pinterest.co.uk/graphicsasfc/asfc-persona-portraits/artists-for-persona-project/</a>  <a href="https://www.toiletpapermagazine.org/">https://www.toiletpapermagazine.org/</a>  <a href="https://hypebeast.com/">https://hypebeast.com/</a>  <a href="https://www.creativereview.co.uk/landing-page/graphic-design-news/">https://www.creativereview.co.uk/landing-page/graphic-design-news/</a>  <a href="https://www.itsnicethat.com/">https://www.itsnicethat.com/</a>  <a href="https://www.itsnicethat.com/search?terms=men">https://www.itsnicethat.com/search?terms=men</a></p>	

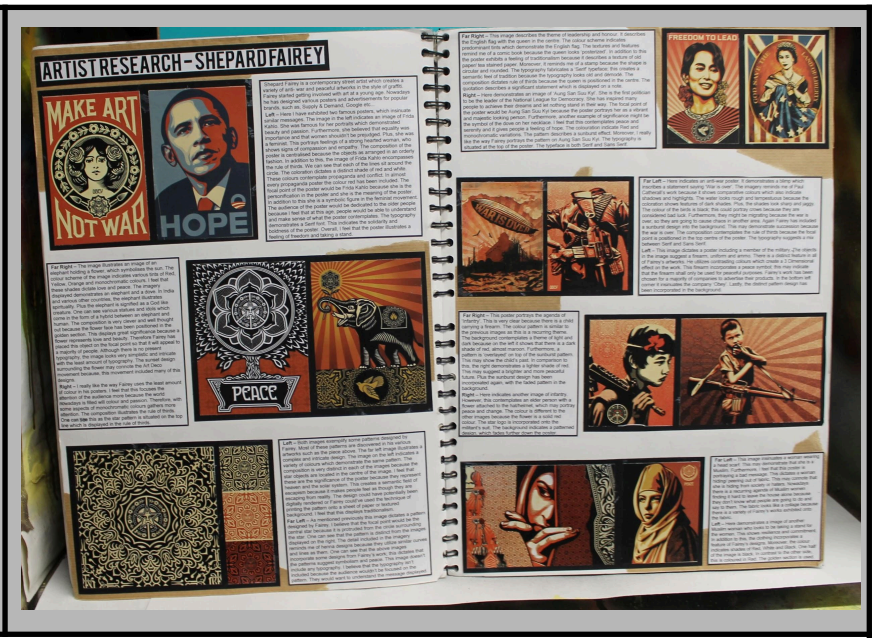
[tal+health](https://www.itsnicethat.com/search?terms=mental+health)

<https://www.itsnicethat.com/search?terms=mental+health>

1st experiment & design pages - these will only take 2 lessons so don't attempt to do a major piece of work!



Feb 13th	A02, A03	<p>Artists research - general (1 x A3 ) &amp; specific (1 x A3)</p> <p>Try this link to start with :  <a href="https://www.pinterest.co.uk/graphicsasfc/asfc-persona-portraits/">https://www.pinterest.co.uk/graphicsasfc/asfc-persona-portraits/</a></p>
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HALF TERM

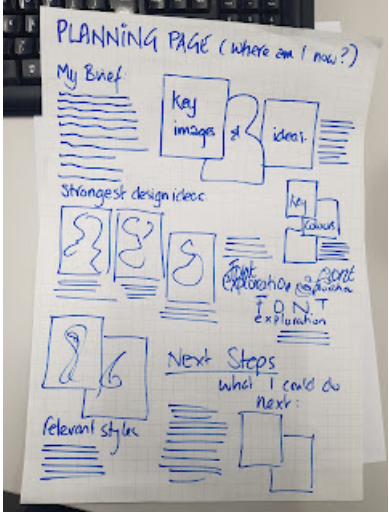
Feb 27th	AO1 AO2, AO3	<p>1st experiment &amp; design pages</p> <p>Artists research page x 1 A3</p> <p>Layouts &amp; ideas using the potential artists' and image styles</p> <p>Further experiments with media / techniques</p>
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10 Design dynamics

Mar 6th	AO2 AO3	<p>Developed ideas using primary sources / media /experimentations</p>
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Primary sources

Mar 13th		<p>MOCK WEEK (silent working)</p>	
Mar 20th		<p>Refined ideas &amp; further research          Typography focus  <u>Typography Contrast</u>          Refine and Define - use a planning page to help</p> <p>Try out an idea - refine it to see if it works.          Annotate to show your ideas.</p> <p>Final mock ups &amp; prep</p>	
Mar 27th		<p>Begin final pieces</p>	
		<p>Continue &amp; complete final pieces</p> <p><a href="http://www.placeit.net">www.placeit.net</a>  <a href="http://www.graphicburger.com">www.graphicburger.com</a>  <a href="#">Pinterest Insitu Board</a></p> <p><a href="#">Archdaily - architecture website to copy and paste images</a></p> <p><a href="#">JCDecaux website to copy images to adapt on photoshop</a>  <a href="#">INSITU / DESIGN BOARD INFO</a> - has a templates to download</p>	

<https://unblast.com/>

**INSITU IDEAS:**

OTHER IDEAS COULD INCLUDE A GALLERY EXHIBITION LAUNCHED / FULL SCALE EVENT WHICH I WOULD LIKE TO SHOW HERE. ADAM ALTHOUGH I FEEL IT WORKS, I THINK IT'S TOO CHEAP & SPOON THE EDGEY FEEL TO THE SHOW.

SHOWING THE MANGERY ON THE NETFLIX OR AS A VIDEO SERIES BUT WILL NEED TO ADDRESS THE REFERRING TO LANDSCAPE ISSUE.

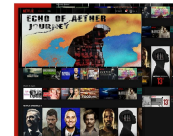
I REALLY LIKE THE LARGE SCALE IMMERSIVE PRIZE BELOW - ON THE WATER FOUNTAIN.

THE LARGE SCALE DOES IMMERSIVE AND ALLOWS THE COLLECTOR TO BE HIGHLIGHTED. IF THIS WAS ANIMATED IT COULD HAVE REAL IMPACT.

SOUND EFFECTS USED COULD BE EITHER MUSIC OR A DYSTOPIAN SFX IN THE SHOW OR FEEL TO VIBRA - DISTORTED ELECTRONIC EFFECTS OR SIMILAR.

THIS WOULD NEED TO BE MONITORED SO THAT MEMBERS DID NOT HAVE ADVERSE REACTIONS TO THE MOTION / SOUND.

THIS COULD WORK AS A TISSOT CAMPAIGN TO GET THE MEMBERS INTEREST PRIOR TO THE SHOW LAUNCHING. THE SCALE GIVES THE FEELING OF BIG BROTHER ALICE. IT MAY WORK IF THE FIGURE WAS STILL BUT THE CALIBRE WATCHDOG MOVES.



**INSITU IDEAS:**



FINISHED POSTER BEHIND THE BRASSIERE PLACEMENT FOR THESE WILL BE POSTERS BUT FEEL THERE IS SOME SCOPE FOR A GREATER RANGE OF FINISHED IDEAS HERE.



THIS POSTER MOSTLY LOOKS PROFESSIONAL BUT HAS NO RELEVANCE TO THE THEME OF THE ADVERTISE. THE TONE OF THE PHRASES IS DYSTOPIAN SO PUTTING IT ON A LAMP WILL CONTRAST TO POSTER ALSO I DON'T FEEL THAT IT HAS ANY CONTEXT TO THE PLACEMENT PLACING THESE IN A MUSEUM WOULD BE THE BEST CONTEXT POSSIBLE.



THE POSTER ON THE RIGHT IS MORE SUITABLE AS IT FEELS DARKER AND MORE TO THE POINT / DYSTOPIAN FEEL. THE MAIN WILL ALSO HELP SET UP THE DYSTOPIAN TONE TOO. THIS FEELS LIKE A TOWN / FINE STATION WHERE COMPETITIVE WILL BE USING THESE PHONES TO WATCH NETFLIX WHICH MAY BE A GOOD PRODUKT TO WATCH.



IN EXPLORING THE IDEA HERE OF A BUS STOP WHICH TIES IN WITH THE SCENE OF A JOURNEY - REPEATING THE SCENE SEEMS TO GIVE AN IMPRESSION OF MOVEMENT AND MOVING ON BUT IN NOT CARE IF THE IMAGE IS TOO CLUTTERED NOW.

POSSIBLE IDEAS TO TRY : POSTERS - NOT ECO FRIENDLY ? TOO MUCH PRINTING ?

SOCIAL MEDIA CAMPAIGN WOULD WORK AS IT WOULD REACH THE AUDIENCE BUT WOULD NEED TO REEVALUATE THE FORMAT TO BE SQUAREY

AN IMMERSIVE CAMPAIGN WHICH SOMETHING LARGE SCALE / WITH MUSIC / SOUND GIVES AN AREA OF THE DYSTOPIAN FEEL ?

EASTER HOLIDAY

Apr 17th

Product shot photography & finishing mounts  
Final sketchbook work

Written Evaluation completed over study leave & emailed



Design boards  
Begin Written Evaluation #1  
OR exploded evaluation

			<div data-bbox="1352 124 1585 368"> <p><b>COMPOSITION</b> : What is the focal point ? How does this work ? How is the viewer's eye lead around the piece ? Is there use of balance / symmetry / asymmetry ?</p> <p>Is there use of dominant shape ? How is positive / negative space / shape used ? Is there contrast between linear / organic shapes ?</p> <p>Does the piece use the rule of 3rds ? Eg. The .....is successful due to the use of .....</p> <p><b>PATTERN / LINE</b></p> <p>What line work is present ? What is the quality of the line (bold, consistent, hatched, broken, linear, diagonal etc ?)</p> <p>Does the line / pattern help to create rhythm and movement ?</p> <p>Does it help lead your eye around / through the piece ?</p> </div> <div data-bbox="1592 113 1809 197"> <p><b>IMAGERY / SYMBOLISM</b></p> <p>What do the key images represent ? How / why ?</p> <p>What aesthetic have you used to convey the message with these images ?</p> </div> <div data-bbox="1816 113 2145 288"> <p><b>COLOURS</b> What colour palette does the piece use ? Monochrome ? Simple colour ? Complex ?</p> <p>Where did the colour palette originate from ? Did you alter it ? Why ? How does the colour help the piece to work ?</p> <p>Does the colour help the viewer's eye move around the piece ?</p> <p>Is there use of opposite / complementary colours ?</p> <p>Do the colours graduate or fade ? Do they overlap ?</p> <p>Are the colours solid or broken up ? How ? Why ?</p> </div> <div data-bbox="1816 300 2145 408"> <p><b>EMOTIONAL FEEL</b></p> <p>What emotion does the piece convey ?</p> <p>Does it have a quirky feel ? Fresh ? Contemporary ? Retro ? shocking ? Provocative ? humorous ? sleek ? cutting edge ?</p> <p>Can you explain why / how ? Will it appeal to the customer ?</p> </div> <div data-bbox="1547 209 1800 416"> </div> <div data-bbox="1547 384 1585 544"> <p>Here add a key piece from your final series (ie, your best / main poster)</p> </div> <div data-bbox="1339 384 1585 544"> <p><b>TYPOGRAPHY</b> What impact does the lettering / typography have ? Why have you used differing fonts ?</p> <p>How did you choose which fonts would be used for which text ?</p> <p>Is the typography legible / readable ? Does this matter ? Is the typography repeated ?</p> <p>Is it bold / or delicate ? How does it reinforce the idea / branding / message ?</p> <p>Does the typography rely on legibility or does it convey more of an image feel ?</p> <p>How have you used layering in the piece ? Explain the Hierarchy used.</p> </div> <div data-bbox="1592 432 1906 552"> <p><b>Textures and Backgrounds</b></p> <p>Does the piece have a textural feel ? How has this been achieved ?</p> <p>What does it add to the overall feel ? Does it help it to hold together ?</p> <p>To break up certain areas ? Does it help to promote the focal point?</p> </div> <div data-bbox="1912 416 2145 496"> <p>How does your series "hold together as one ?</p> <p>What key things help to make the pieces coherent ?</p> <p>How do you feel the "Insitu" pieces work - why did you select the final Insitu pieces to go on your design board ?</p> </div> <div data-bbox="1912 504 2145 544"> <p><b>EXPLODED EVALUATION</b> A3 - add your image / design &amp; annotate around it using these prompts</p> </div>
Apr 24th		STUDY LEAVE DUE TO A2 exams	