

Art, Design & Media

Digital Arts Major Project Approval Form

1. Student Details	
Last Name: Serhiienko	First Name: Anhelina
Subject Area (please indicate) Art & Design Media	

2. Major Project <i>please complete the following details:</i>
Continuation Route: Graphic Design
Project Title: Identity for McDonalds x Ukrainian style
Project Aims and Objectives: For my major project, in graphic design, I will be looking at branding and will rebrand the McDonald's brand identity in a Ukrainian style. I will reach this goal through research into cross culture visual design. For this project I will create a range of branding material, for example, identity, logotype, banners, and uniform . I will be using software such as Figma, Adobe Illustrator and Photoshop. This project will be completed by the beginning of December. I will be researching the following artists / designers: Leta Sobierajski, the studio Arcadia Influential independent designs like: Rose visual / Fubble bubble design you need to create a blog post on three different designers You will complete the following: ● Project Sign Off post ● Initial Research post - we did this in class ● Project Plan - we will do this in class ● At least three research posts on other designers that you like. Create research into the different styles of logos that inspire you. look at collage art for example - A collage is a form of visual arts in which visual elements are combined to create a new image that conveys a message or idea. ● Create a post on logo designs as this will be the starting point - look at logo lounge website for inspiration ● A post on your target market. Target audience: - Please refer to last week's hand out which has a list of specific posts that you will need to create. ● at least three process posts - Please refer to last week's hand out which has a

list of specific posts on materials that you will need to research .

- **Technical research post on software you will use** - Please refer to last weeks hand ou
- **Post on creating your design boards in Photoshop**
- **Finalising your design and adding to your website**
- **Project inspiration** - , - Please refer to last weeks hand out

I will be using the following Digital Software:

Figma,
Adobe Illustrator,
Adobe Photoshop.
Photoshop
Blogger
Wix

6. Signature of Student: Anhelina Serhienko

I understand that I must not undertake any research/project activity until this form has been fully approved by my tutor. A signature and date must be given here.

Signed: Anhelina Serhienko

Date: 27.10.23

7. Signature of Tutor

I declare that the person named above will be working under my supervision and I have approved the above research/project and the student has completed any additional forms that are required.

Signed: Chris Keeble

Date: 27.10.23