

Y13 UAL Digital Design & Commercial Photography Summer Independent Learning Activity

This SIL activity will be used after summer as inspiration for your Unit 1 final piece

The link below will take you to a Slides version of the following tasks.
(Please note - if clicking the link below on the PDF version does not work, simply copy and paste the link into your browser and that will)

https://docs.google.com/presentation/d/1_vSsGRK9HSPOSH0N0IG9fK6RRVMW2gPBdoAKBax71E/edit?usp=sharing

Y13 UAL UNIT 1

Summer Independent Learning

A link to your SIL will be on the NC Pontefract website.
Watch the video and read all of the Slides carefully before undertaking your SIL. They clearly explain what you need to do.
Your SIL will be used after summer as inspiration for your Unit 1 final piece

Your SIL is in 2 parts

Part 1

TWO pieces of well presented, thorough, sophisticated research of design that you find truly inspirational and are **RELEVANT** to your UNIT 1 project

Part 2

At least **TWO** different photoshoots of at least 24 images per shoot that are **RELEVANT** to your UNIT 1 project and inspired by the work of others, that you could edit and explore after summer.

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Part 1

Present your SIL in your UNIT 1 Slides presentation, follow the design and presentation aesthetic you have already created
DO NOT title your work SIL, instead give each slide a title relevant to the inspirational sources you are analysing
You are to create -
TWO pieces of well presented, thorough, sophisticated research of design that you find truly inspirational and are **RELEVANT** to your UNIT 1 project
Include -
Name designer +/or studio +/or design
Website/s (+ other sources) where any information was sourced from

Discuss the designs -
Visually + **Technically**
And, where possible, -
Contextually + **Conceptually**
Add -
Your own critical + justified opinions
Explain -
Why + how the work is inspiring
Your research must -
Show your understanding of visual language - eg - Each Slide should be thoughtfully designed - consider layout, alignment, type hierarchy, typsize, colour palette, overall feel and style...

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Part 2

Present your SIL in your component 1 Slides presentation, follow the design and presentation aesthetic you have already created
DO NOT title your work SIL, instead give each slide a title relevant to the inspirational sources you are analysing
You are to create -
At least **TWO** different photoshoots of at least 24 images per shoot that are **RELEVANT** to your UNIT 1 project and inspired by the work of others, that you could edit and explore after summer.

Inspiration
Present and comment on inspirational photographs
<https://www.1354photographyjournal/>
<https://www.magnumpictures.com/>
<https://itspublic.com/>
Add -
Your own critical + justified opinions
Explain -
Why + how the work is inspiring
Your photoshoots
Present one or more contact sheets for each shoot
Compare and contrast your best images to your inspirational sources

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Inspirational sources

You can look for inspiration anywhere, however...
...inspiration from Pinterest and Instagram is valid but you might need to search further afield for contextual and conceptual information
Remember, Google images often shows images by students inspired by the designer, and not work by the designer!
The websites opposite provide reliable factual and opinionated information

Evolution - <http://www.evoluti.com/>
Creative - <http://www.creative.com/>
Inspire - <http://www.inspire.com/>
For - <http://www.for.com/>
Design - <http://www.design.com/>
Inspire - <http://www.inspire.com/>
BBDO - <http://www.bbdo.com/>
Vice Design - <http://www.vice.com/>
Megan Rodes - <http://www.meganrodes.com/>
Design Research - <http://www.designresearch.com/>
Informa + the - <http://www.informa.com/>
Adweek - <http://www.adweek.com/>
Logo Design Love - <http://www.logodesignlove.com/>
Creative Postcards - <http://www.creativepostcards.com/>
The Typo - <http://www.thetypo.com/>
The Yellow Design Studio - <http://www.theyellowdesignstudio.com/>
Supply Studio - <http://www.supplystudio.com/>
TYPED - <http://www.typed.com/>
JESCHKE + PARTNER - <http://www.jeschke.com/>
The Design Society - <http://www.designsociety.com/>
Superhero - <http://www.superhero.com/>
adobe - <http://www.adobe.com/>
Nuff Olin - <http://www.nuffolin.com/>
Davidson Design - <http://www.davidsondesign.com/>
Chris Auerbach - <http://www.chrisauerbach.com/>
Avery Wheeler - <http://www.averywheeler.com/>
Study Associates - <http://www.studyassociates.com/>
Studio Cramer - <http://www.studiocramer.com/>

Try your very hardest, this work will help inform your Unit 1 final piece.

Enjoy the summer, and see you in September.

Lesley, Robin and Steve.