

# Graphic Design: Unit 3

Responding to a graphic design brief



Name .....



# Unit 03 Responding to a graphic design brief

You will analyse the requirement of a graphic design brief. You will understand the requirements and develop some possible ideas to meet the brief. You will further develop an idea and present your final graphic design. Finally, you will analyse your work and review how you have met the brief.

## Example Design Brief

A new brand of children's toothpaste is being released Called 'Bite White'. It is strawberry flavoured and aimed at children under 10.

The client requires a graphic design for the toothpaste packaging that includes typography and imagery suitable for the target market.

## Unit 3 LO1 task Analysis

### Your Tasks

- You will need to **research existing products** and analyse them. Find some examples of children's toothpaste graphics and list things they have in common such as colours used, the kind of lettering/typography and the kind of imagery used.
- You will need to **analyse the brief**, which means re writing it in your own words to show you understand what it is asking you to do. This can be a paragraph or a list of bullet pointed requirements that you need to do in order to complete a successful design and "meet the brief".
- You will need to produce at least 4 **initial ideas** for the design. You don't need to design the box or tube or the toothpaste itself just the graphics that will go on all aspects of the packaging and advertisements, websites etc. these initial designs should be small "thumbnail" sketches, not full page detailed drawings, and should include some annotation/notes to explain how they meet the brief.

# Task 1 – Task Analysis



## Brief

A new brand of children's toothpaste is being released called 'Bite White'. It is strawberry flavoured and aimed at children under 10. The client requires a design for the toothpaste packaging and graphics that includes typography and imagery suitable for the target market.

## Brief Analysis

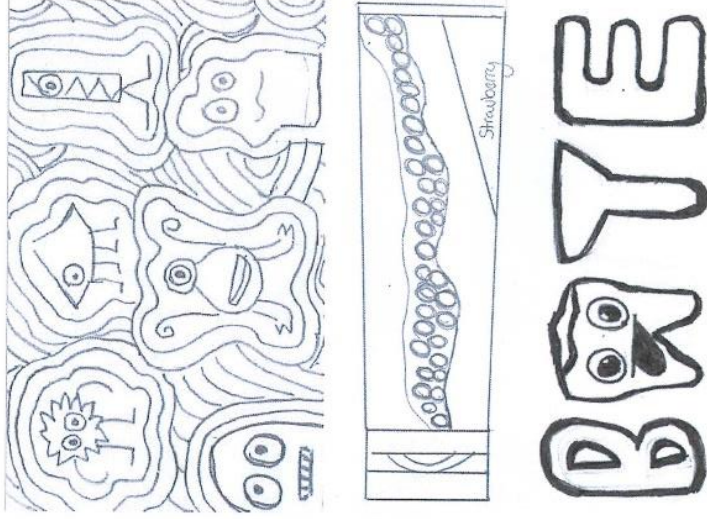
The client is a brand of toothpaste called Bite White, I have been given the task of producing graphics suitable to be used on the toothpaste packaging tube and that can be added to any other branding material such as the box it comes in. Within this design I need to include the flavour of the toothpaste which in this case is strawberry. In addition to this I must take into account the target audience which is children under the age of 10, due to this the imagery and typography I use in my design must be aimed at children of this age therefore I know the brand will reach its target market when selling.

## Market Research

After a detailed google search of children's toothpastes I compiled some designs I feel have similar aspects and use of graphics my client is looking for. These will help inspire me to include specific elements that were successful and avoid those that I feel are not fit for purpose.



## Initial Ideas



In my initial ideas I have included cartoon like characters to appeal to children, soft lettering like on the examples I looked at and imagery/typography as required in the brief

## Learning outcome 1

The learner will:

Understand the requirements of a graphic design brief

The learner must know how to:

- respond to a brief
- develop ideas



Grading descriptors	Example
<b>Pass:</b> Makes accurate conclusions based on <u>some</u> information	Learners will analyse the brief and demonstrate their understanding of its requirements. Their conclusions will be accurate but will only take into account some of the client's requirements.  The ideas developed in response to the brief will only be based on some of the client's requirements.
<b>Merit:</b> Makes accurate conclusions based on <u>all</u> the information	Learners will analyse the brief and demonstrate their understanding of its requirements. Their conclusions will be accurate and take into account all of the client's requirements.  The ideas developed in response to the brief will be based on all of the client's requirements.
<b>Distinction:</b> Makes accurate conclusions <u>weighing up</u> the all the information	Learners will analyse the brief and demonstrate that their understanding is based on an examination of all of its requirements. Their conclusions will be accurate and effectively balance all of the client's requirements.  The ideas developed in response to the brief will successfully resolve all of the client's requirements.

Task	PLC	Teachers ACT Comment
Research Existing Products	I have gathered some images of existing products	
Analyse the brief	I have re written the brief in my own words	
	I have bullet pointed the client requirements	
	I have written a paragraph to confirm the clients requirements.	
Initial ideas	I have drawn one initial idea	
	I have drawn more than one initial idea	
	I have drawn 4 initial ideas	
	I have annotated my ideas to explain how they meet the brief.	

# Graphic design Unit 3 LO2



You can now produce your final graphic design based on one of your initial ideas.

You must demonstrate:

- technical skills
- effective use of resources

Refine and fully develop one of your ideas from LO1 to a final design.

You will be assessed on the graphic design. You are not required to produce or mock up any actual packaging but you must explain what you are doing and how you do it as you go.

Tasks:

**Planning** - Write a step by step plan or draw a flow chart of how you intend to produce your final design whether it is on computer or hand drawn. Explain what problems you expect to run into when you start your design.

**Efficient use of design technology** – explain how you intend to go about your design. If you are drawing it by hand say why you chose to do it that way, what equipment you are going to use and why you think it is an efficient way to work. If you are doing your design on computer say what programs you are going to use and why you chose them.

**Use of materials and application of processes** – Explain what you are doing at every step of the way. Take screenshots on computer or photograph your drawings and explain what you are doing and how you are doing it. This will prove to the examiner that you have the skills needed to be a good graphic designer.

Always refer back to the brief when you are designing and label your designs to highlight the key points you identified in LO 1. This will prove to the examiner that you are responding to the brief.

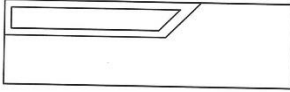
## Design Brief

A new brand of children's toothpaste is being released Called 'Bite White'. It is strawberry flavoured and aimed at children under 10.

The client requires a graphic design for the toothpaste packaging that includes typography and imagery suitable for the target market.



## Task 3 – Development



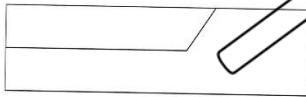
Here is the beginning to my final designs process I drew toothpaste box mockups on 2d design so I could see my graphics on a product.



I then started adding all my graphics onto the designs using a variety of different tools found in photoshop.



I finally saved the file as a png and have the mockup readily available alongside the graphics for my client.



## Task 4 – Final Designs

# BiTE WHITE



Here are my final graphics I have created alongside how they look on a product by use of mockups I designed myself. I experimented with imagery, colour, composition and typography to reach my final graphics. I paid attention to the brief strictly throughout the design process to ensure that my designs were fit for the client. I used a cartoon strawberry character which I developed to represent the flavor of the toothpaste which was mentioned within the brief, I believe this implementation was successful and shows the products flavoring through use of imagery. I then created typography for the name chosen by the client, I experimented with several font types and colour schemes however white was the one I stuck to because it is a colour which connotes with clean and healthy teeth. Finally the brief made clearly the age demographic for this project therefore I chose a cartoon font, cartoon strawberry and a cartoon effect to compliment the character. These all tied in to create a design with bright colours that pop out that a child will be drawn to with the additional cartoon style it gives them something relatable which they see often which not only intrigues them but makes them trust a brand.

Grading descriptors	Example
<p><b>Pass:</b> Completes and presents tasks following the brief with <u>some</u> degree of accuracy</p> <p>Selects and uses technical skills</p>	<p>The developed final idea will be accurate and relevant to meeting the brief. The learner will show selection and application of technical skills and effective use of resources in the execution of the final graphic design idea.</p>
<p><b>Merit:</b> Completes tasks <u>mostly</u> accurately following the brief</p> <p>Selects and uses a combination of the <u>most appropriate</u> technical skills and processes</p>	<p>The developed final idea will be mostly accurate and relevant to meeting the brief. The learner will show effective selection and application of technical skills and effective use of resources in the execution of the final graphic design idea. However, this may not be consistently applied.</p>
<p><b>Distinction:</b> Completes tasks <u>accurately meeting all of the requirements of</u> the brief</p> <p>Selects and uses a combination of the most appropriate relevant skills, equipment, materials <u>and</u> processes</p>	<p>The developed final idea will be accurate and relevant in meeting all the requirements of the brief. The learner will show the most effective selection and application of technical skills and effective use of resources in the execution of the final graphic design idea.</p> <p>These will be consistently applied throughout the production of the final design idea.</p>

Technical skills	Personal Learning Checklist	ACT Comment
planning a graphic design activity	Write a step by step plan or draw a flow chart of how you intend to produce your final design.	
anticipating difficulties	Explain what problems you expected to run into when you started your design.	
considering the most efficient use of technology	Explain why you chose the software or drawing equipment you used to produce your design.	
Use of materials and application of processes	<ul style="list-style-type: none"> <li>• Use Photoshop to edit images into your design</li> <li>• Take screen shots that show what you did – step by step.</li> </ul> <p>Or</p> <ul style="list-style-type: none"> <li>• Draw your design by hand.</li> <li>• Take photographs at different stages and explain your techniques</li> </ul>	



# Graphic design Unit 3 L03



You can now review your final graphic design based on the final outcome compared to the brief.

Evaluate:

- the final outcome
- the purpose and impact of the graphic design
- effective use of resources
- what went well and not so well

Grading descriptors	Example
<b>Pass:</b> Describes the processes involved <u>and</u> identifies <u>some</u> aspects of what went well/not so well	Learners can describe the processes used to create their work, the purpose and impact, effective use of resources and how problems were solved in relation to the design brief.  Learners can identify some of what went well/not so well in relation to the design brief, although this may not be detailed.
<b>Merit:</b> Describes the processes involved and <u>identifies</u> what went well/not so well	Learners can describe the processes used to create their work, the purpose and impact, effective use of resources and how problems were solved in relation to the design brief.  Learners can identify some of what went well/not so well in relation to the design brief, this will be sufficiently detailed.
<b>Distinction:</b> Describes the processes involved and <u>identifies</u> what went well/not so well <u>and any opportunities for development</u>	Learners can describe the processes used to create their work, the purpose and impact and their effective use of resources.  The learners describe how they approached and resolved the challenges presented by the brief. Learners can identify some of what went well/not so well in relation to the design brief, this will be sufficiently detailed.  The learner describes opportunities for development or improvement of their graphic design.

## Design Brief

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# Evaluation

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# Evaluation PLC

Evaluation point	Personal Learning Checklist	ACT Comment
Describe the processes used to create your final design	Explain how you made you final logo. Detail all software and tools you used to make it as well as your techniques.	
Explain how your work is effective and has impact	Write about how well your logo gets across the theme of children's strawberry toothpaste. How does it stand out?	
Explain how you used resources such as pencils, paints or computers effectively.	Explain how you used the software or drawing equipment you used to produce your design and comment on how effective it was..	
Identify what went well and even better if	<ul style="list-style-type: none"> <li>Write a detailed paragraph on good and bad points of the project and your final outcome.</li> </ul>	
Identify opportunities for development.	Write about how you would improve your design if you were to continue working on it or if you were to start again.	