



# WORCESTER SIXTH FORM COLLEGE

## A Level Graphic Design Entry Portfolio Task

This portfolio task is for students who would like to study Graphic Design at A Level but who did not study an Art & Design subject at GCSE. It is an opportunity for you to showcase your creativity, visual awareness, and ability to explore the world of Graphic Design. The task consists of both a **practical** and **written** component and must be presented digitally (as a PDF, PowerPoint, or similar format).

**Practical Component – there are 2 parts to complete:**

### 1. Logo Redesign

- **Task:** Choose a well-known brand (e.g., a local cafe or a favourite sports team) and redesign its logo.
- **Skills Showcased:** Typography, colour theory, and creative problem-solving.
- **Output:** Two logo versions, including mock up on a product or poster.

### 2. Drawing skills

- **Task:** Produce 9 drawings in total, all from real life, and using a variety of different media (eg pencil, pen, biro, paint, crayon etc). **Any size.**
- **Skills Showcased:** Drawing skills, composition, colour and creativity.
- **Output:** 9 drawings

**Guidelines:**

- Experiment with different pens, pencils, Sharpies etc
- Think about composition, angles, and presentation to create visually engaging images.

**Written Component:** Write 300–500 words on the following:

1. **Inspiration:** Research one graphic designer who designs logos. Examples could include Paul Rand, Saul Bass or Carolyn Davidson. Add images of their work and explain how they inspired you.
2. **Process:** Describe how you approached this task. What challenges did you face, and how did you overcome them? Include any decisions you made regarding improvements.
3. **Outcome:** Reflect on the final logos and drawings. Is there one image you feel is particularly successful? Why?

**Submission:**

Combine your practical work and written reflection into a single digital file. Make sure your images are presented clearly and with enough space around them.