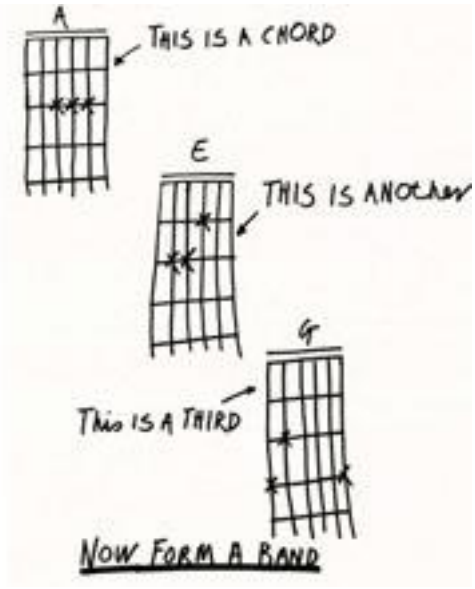
L2 BA Hons Graphic Design
Exploring Graphic Design Process

Summer Brief. There are **4** parts to this brief. (the summer is long use it well)

Part one:



sniffin' glue, Front Cover. Issue 3

Task:
Produce a one minute sound piece that is your 'Sound of the Summer'.
(you may employ the help of others if needed)

Produce in a suitable format to play at the first session/ upload to Vimeo the best method

Consider:
Atmospheric sounds, language, musical genres, folk songs, soundscapes, background sounds, mechanical sounds, location sounds, spoken word, manifestos & sound effects, please document what, when, & where the piece was recorded.

Research:
National sound archive, Chris Watson – sound recordist, John Cage, Brian Eno, Mica Levi, Ewan MacColl, Lennon/McCartney, Jeffrey Lewis, Jake Tilson, Christian Marclay, Bill Drummond's 17 - (penkiln-burn.com), Scanner, The Wire - magazine, Sniffin' Glue fanzine, Tacita Dean, Jeremy Deller, John Smith & Graham Miller, Sophie Clements, Cassetteboy.

Part two:

Summer Reading

To read one of the books listed below over the summer. The books are divided under LETTERS, please find the letter that corresponds to the INITIAL OF YOUR SURNAME, this is the book you will read, only read the book corresponding to the intial of your surname. E.g if your surname is Andrews then you will read 'The Argonaults' by Maggie Nelson, If your surname begins with L you will read 'The Good Immigrant' by Nikesh Shukla. Please read this book completely over the summer (you can get it from library, buy on-line from a second-hand bookseller, also free PDF version may exist – if for some reason you have difficult/cost getting it get another from the list)

Surnames beginning with A & B

The Argonaults by Maggie Nelson
Melville House UK. Paperback. 7 April 2016
ISBN-10: 0993414915

Surnames beginning with C & D

How Proust Can Change your Life by Alain De Botton
Picador Books. Paperback. 1st edition (20 Jan 2006)
ISBN-10: 0330354914

Surnames beginning with E & F

Quiet: The power of introverts in a world that can't stop talking by Susan Cain.
Penquin books. Paperback. 3 January 2013
ISBN-10: 0141029191

Surnames beginning with G & H

Media Control: The Spectacular Achievements of Propaganda by Noam Chomsky
Seven Stories Press. Paperback. New edition edition (1 September 2002)
ISBN-10: 1583225366

Surnames beginning with I & J & K

Poverty Safari: Understanding the Anger of Britain's Underclass by Darren Mc Garvey
Picador; Main Market edition (9 Aug.2018)
ISBN-10: 9781529006346

Surnames beginning with L

The Good Immigrant by Nikesh Shukla
Unbound (4 May 2017) Paperback.
ISBN-10: 1783523956

Surnames beginning with M & N

The Utopia of Rules: On Technology, Stupidity and the Secret Joys of Bureaucracy
Melville House (13 March 2015)
ISBN- 10: 1612193749

Surnames beginning with O & P

Real England: the Battle against the Bland by Paul Kingsnorth.
Portobello Books Ltd (1 June 2009) paperback
ISBN: 0141029196

Surnames beginning with Q & R

Hope in the Dark: Untold Histories, Wild Possibilities by Rebecca Solnit
Canongate Canons; Main edition (28 July 2016)
ISBN-10: 1782119078

Surnames beginning with S

Capitalist Realism: Is There No Alternative? By Mark Fisher
O Books (27 Nov 2009).

ISBN-10: 9781846943171

Surnames beginning with T & U & V

Species of Spaces and Other Pieces by Georges Perec.
Penguin Classics. New Ed edition. (31 January 2008)
ISBN-10: 0141442247

Surnames beginning with W & X & Y& Z

The Lonely City: Adventures in the Art of Being Alone. Olivia Laing
Canongate books; Main edition (2 Mar. 2017).
ISBN-10: 1782111255

Task
From the book you have read select 50 key phrases, sentences, words, paragraphs etc.
You must present this list of 50 in the following format:

a numbered list 1-50
titled: Bookmarks
followed by the name of book and author
10pt Times range left
margin 4cm
A4 portrait – you may use as many pages as needed.
your name in top left

Think carefully and select with due consideration and analysis, as you can expect to have to defend your choices.

Part three:

Task:
Produce a zine based on the subject matter of your book.
You will need to research the subject of your book further in order to gain a broader perspective of your subject matter. From your list of 50 Bookmarks, additional research and using only your own imagery produce a zine that reflects your own personal opinion and understanding of the subject/theme of your book. The zine must be in colour and in one of the following size formats A5, B5 or A4

Research:
'Fanzine' by Teal Triggs, 'Behind the Zines: self publishing culture' by Robert Klanten.

Part four:

Name to a face
Due to online delivery, we really only know most of you by name, so as to make the most of the studio experience next year we need to put a face to it. Therefore, the final short task over the summer is below, it's should cost no more than a tenner and if that's a problem you can hand make one but ideally get one like the example below. Engraved plastic - like the ones nurses have - Graphic Thought Facility did a whole exhibition signage system using this method - check it out.
Badge example: https://www.signomatic.co.uk/name-badges
The nurse example with about £5 plus postage – there will be cheaper but this has lots of choice of colour and font etc

Task:
Get a name badge made
Colour, font, one name, both names, it is all up to you. Pin badge please

Presentation requirements:
Please have all 4 parts to this brief ready for the first day of teaching

1: **A one minute sound piece in a suitable format.**
2: **An A4 list of 50 in the required format.**
3: **A zine that reflects** your own personal opinion and understanding **of the subject of your book.**
4. **Name badge**

Also, one of the first projects back will be to work with an analogue (not digital) 35mm camera so if you have one great if not can you borrow one? If not then please use the summer to buy 2 disposable ones with 36 exposures each. If you do have one then buy 2 x 36 exposure 35mm film. Please spread the cost of this out over the next 3 months as you need to pay for the developing in October. We appreciate it's an extra cost but it really is worth it which is why we are making it as affordable as we can by letting you know now. Do not leave it until September - this is clear advance warning - spread the cost across the summer.
Have a great break.