

Graphic Design Re-design



or



Stop Motion

Tasks for BGE Learners

Do you need support for reading?



- ✓ Use '**read aloud**' function when you open a pdf

You may need to open up the pdf on

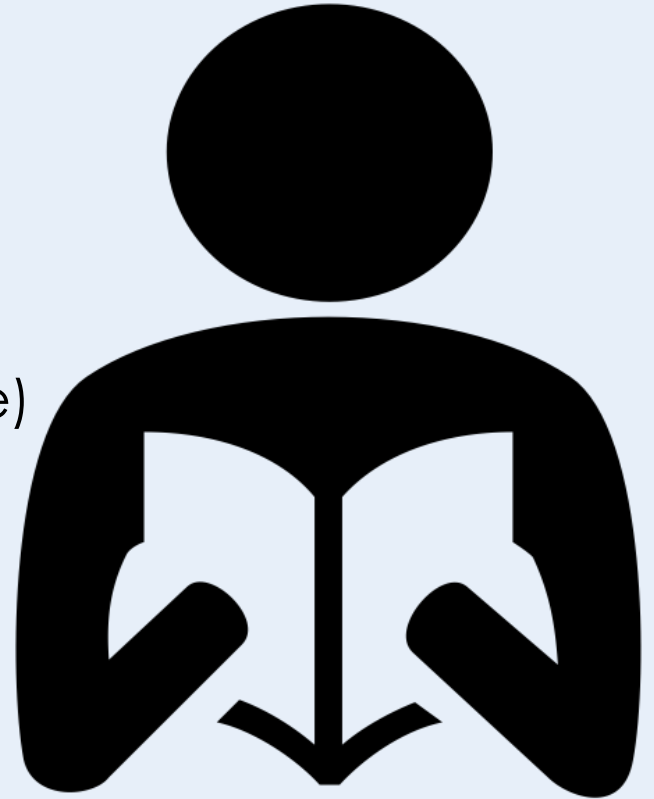


Microsoft Edge browser

or use TTS reader (instructions on next page)

or use

- ✓ IVONA Reader
- ✓ Immersive reader

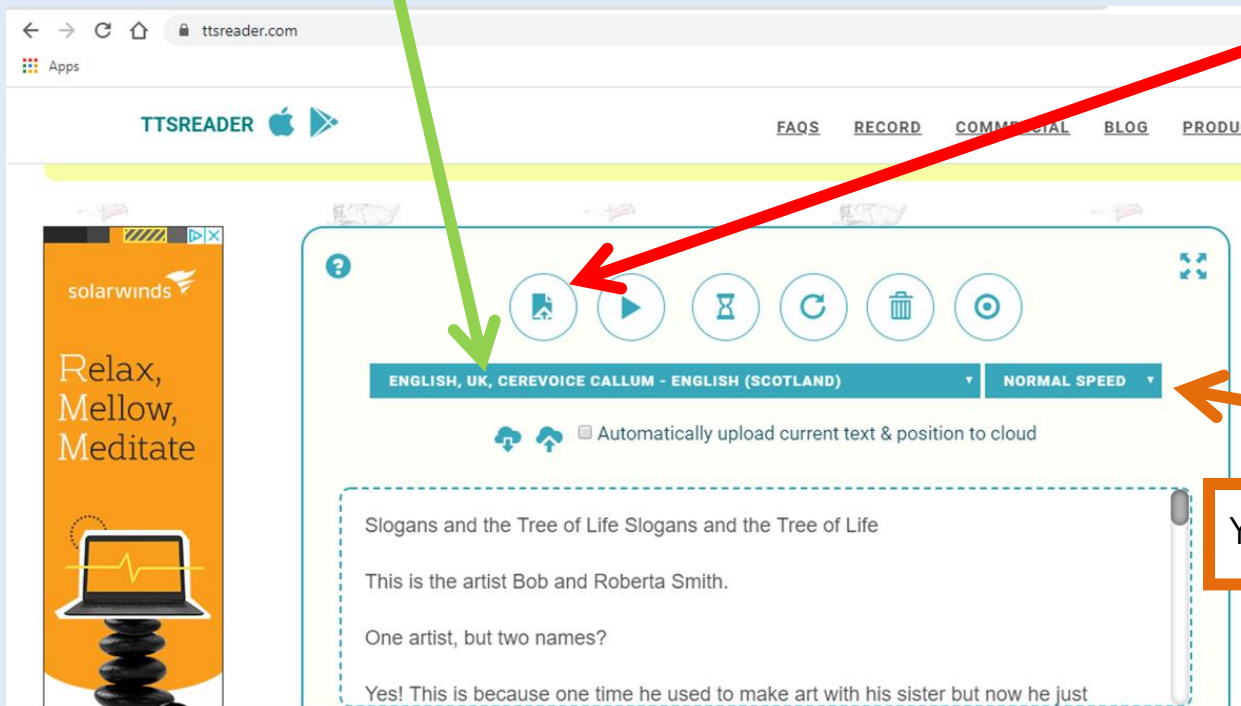


Using ttsreader.com to help you with pdf file reading tasks

- open up the pdf file the teacher has set you
- open up ttsreader.com
- upload the pdf file to the upload symbol

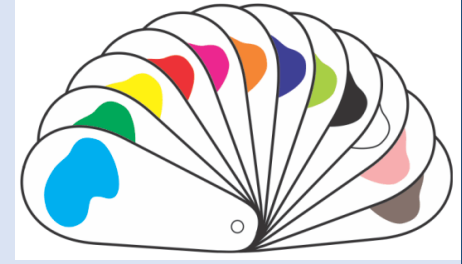


You can choose the accent (voice type) that you want to listen to here



You can change the speed here

Developing Transferrable Skills



- **Communication** – reading, watching and listening
- **Employability** - using initiative and being self-motivated / organisational skills / working under pressure and to deadlines / ability to learn & adapt
- **Enterprise** – through creation of a product
- **Health and wellbeing** – ability to learn & adapt / valuing diversity and difference
- **IT skills** – researching / animation/ font and text
- **Literacy** – visual literacy / evaluating
- **Numeracy** – measuring / shape and form / frames per second
- **Problem solving** - develop and test possible solutions / analyse and evaluate results
- **Thinking** - remembering, identifying, understanding, applying, analysing, evaluating, and creating.

You have the choice of 2 tasks. Pick **one** only.

Task 1: is a graphic design task and **does not** require you to have access to any technology.

Task 2: is an animation task and will require you to either have a phone or a tablet, and would require you to download (if you don't already have them) free apps like 'Stop Motion Studio' and 'Moldiv Photo Editor'.

Choice – Task 1

Graphic Design

Graphic Design choice - Task 1

We are learning to:

- understand the requirements of a design brief
- analyse a variety of design work by designers
- combine the visual elements in our design work inspired by the work of others

line

shape

colour

- use success criteria to evaluate our own work.

*EXA: 0-02a/ 1-02a/2-02a/3-02a
0-03a/ 1-03a/2-03a/3-03a
0-04a/ 1-04a/2-04a/3-04a
0-05a/ 1-05a/2-05a/3-05a
0-06a/1-06a/2-06a/3-06a
0-07a/1-07a/2-07a/3-07a*

Social Distancing Logo Redesign

Brief

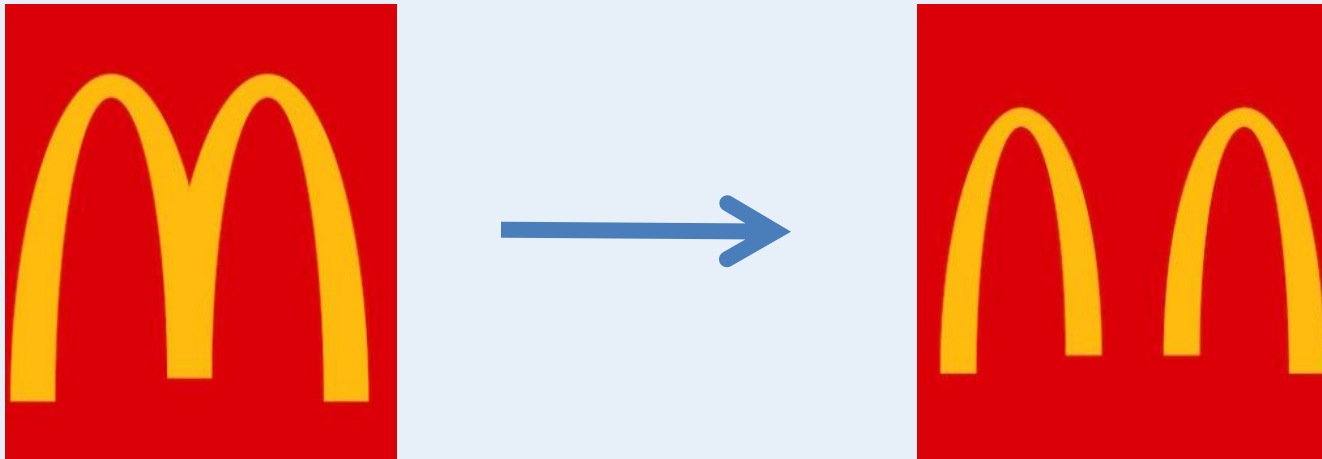
You are tasked to choose a brand of your choice and come up with an advert with a slogan to promote social distancing.

Requirements

- The new advert must be precise in its drawing so the brand can be easily identified.
- The slogan must be short in length.

Task 1: Graphic Design

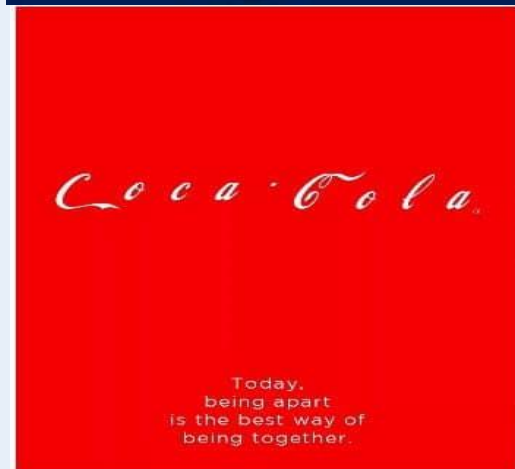
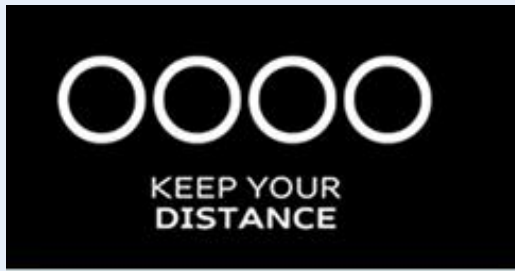
A number of companies are promoting social distancing and the wearing of facemasks by using this in their marketing.



Can you see how the McDonalds 'arches' have changed\/
The new socially distant logo has the arches **apart**.

Now look at some other companies that have had their logo altered.

Socially Distant Logos

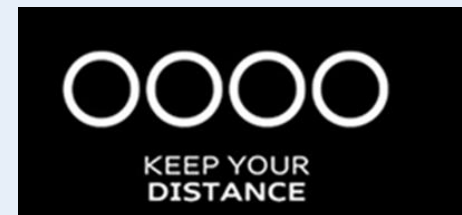
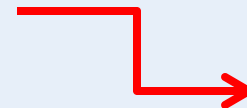


Redesign -> Socially Distant Logo

Your task is to follow the **brief**. Choose a brand of your choice and come up with an advert with a slogan to promote social distancing in the same way.

You can use black and white, or use colour in your re-design.

- draw out in pencil first.
- look very carefully at the original logo and ensure that you are drawing the font (the shapes of the written text) in the same style.
- create a slogan (a catchy sentence used in advertising) that encourages social distancing. E.g. slogan by Audi



Success Criteria for Graphic Design choice, Task 1

- I can understand a design brief – identifying what the client wants.
- I can research graphic designs and be inspired by the work of others
- I can show an understanding of line, shape, colour, pattern and scale of the original logo designs when making my alterations.
- I can create a design that meets the requirements of the design brief.
- I can identify my strengths and set targets for my learning

Choice – Task 2

Digital Art -
Animation

Animation choice - Task 2

We are learning to:

- analyse a variety of digital work by designers
- work to a brief
- develop camera skills
- use software to edit photos and create stop motion animation
- use success criteria to evaluate our own work.

*EXA: 0-02a/ 1-02a/2-02a/3-02a
0-03a/ 1-03a/2-03a/3-03a
0-04a/ 1-04a/2-04a/3-04a
0-05a/ 1-05a/2-05a/3-05a
0-06a/1-06a/2-06a/3-06a
0-07a/1-07a/2-07a/3-07a*

Success Criteria Animation Choice, Task 2

- I can use digital media techniques inspired by the work of others and apply them to my artwork
- I can create a story without the need for speech.
- I can create an animation that is a minimum of 30 seconds long, maximum 2 minutes.
- I can use consistent lighting and keep my camera in a fixed position.
- I can identify my strengths and set targets for my learning

Task 2: Create an Animation

AJ JEFFRIES



<https://vimeo.com/395927811>



Norwich-based 3D illustrator and animator **AJ Jeffries** released a new animation that feels particularly relevant to modern life.

Simply described as a story about “a horse, struggling to exist,” the short film chronicles the growth of a pink animal as it changes from a blob into a fully realised horse.

Digital Art - Animation

Animation Brief:

You are asked to produce an animation, based on the theme of your choice.

Requirements

- Must be a minimum of 30s / maximum of 2 minutes in length.
- Contain stop-motion techniques.



Brief: Create an animation

You are tasked with creating an animation that is 30s long / maximum of 2 minutes long.

AJ Jefferies has created an animation with a message about modern life.

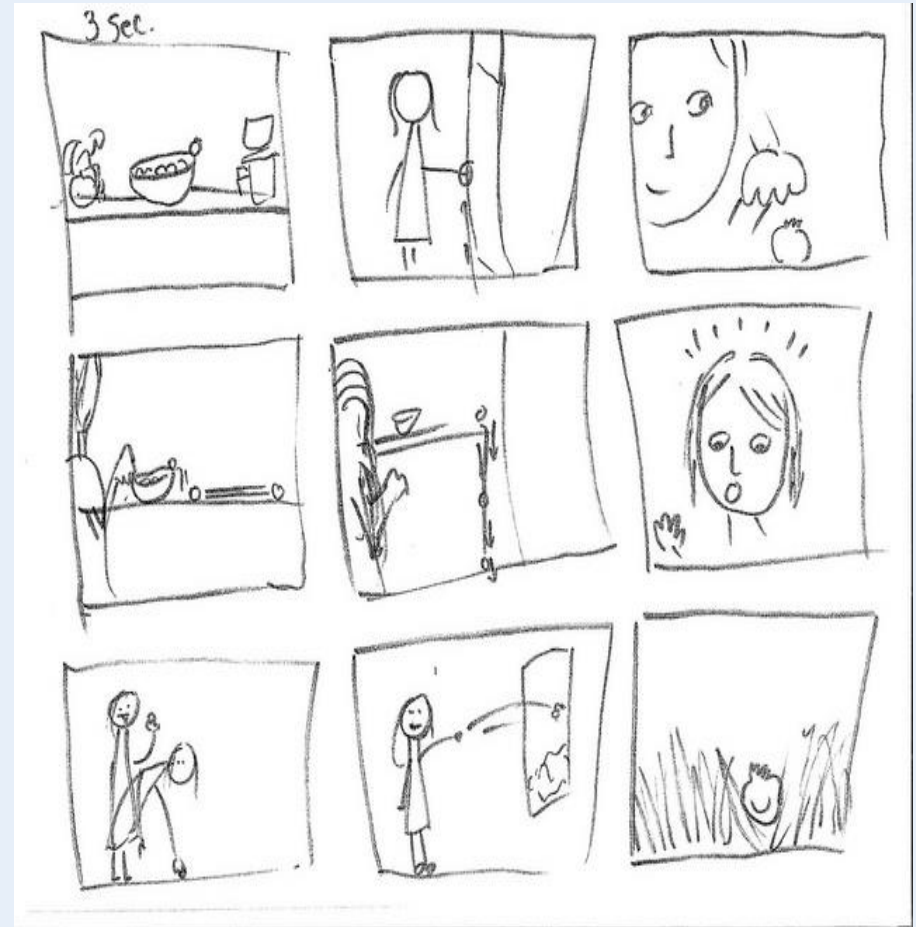
For your animation what could your story be?

What message could you share?

To help with your story, you might want to create a story board, or you might already have a clear idea of what you want to do.

Storyboarding

- A storyboard demonstrates what is going to happen in your animation.
- The sketches are simple and easy to understand.
- You can add notes to explain actions.
- Also make a list of :
 - characters
 - materials you will need



Create an animation

Using a modelling material like plasticine, play-doh, modelling clay or salt dough create your own character and story. Capture this through stop motion animation or a series of photographs.

Using a free phone app like 'Stop Motion Studio' you can create your own animation.



https://play.google.com/store/apps/details?id=com.cateater.stopmotionstudio&hl=en_GB

<https://apps.apple.com/gb/app/stop-motion-studio/id441651297>

Instructions

- set your phone or tablet up so it is steady as you take the shots.
- ensure your background is how you want it. Do you want to create a backdrop or do you want one that is a plain colour?
- make sure you have enough light
- **take 2 photos per movement**
- add music in your animation if you are a confident animator already

Animation takes time and patience

Animation works normally with 24 frames per second.

This means, 24 photographs are needed to make 1 second of animation film.



Animators normally take 2 photos of each set up before they move on to making another adjustment. This is called '**shot on twos**' meaning each drawing/movement is photographed 2 times.

Task 2: Create an Animation



Have a look at my video and see how many photographs I took for my 30s animation.



Watch: <https://sway.office.com/isqW2MLe42izaOzi?ref=Link>

- set your phone or tablet up so it is steady as you take the shots.
- ensure your background is how you want it. Do you want to create a backdrop or do you want one that is a plain colour?
- make sure you have enough light
- take 2 photos per movement
- add music in your animation if you are a confident animator already
- evaluate your work and post photos of your work on Teams

Animation Inspiration

Take a look at these videos. I have also added alternatives for young people who do not like the texture of plasticine etc. You could make your animation out of objects, paper or even drawing.

- e.g of a pupil's plasticine and paper cut animation:
<https://vimeo.com/110959216>
- e.g of a pupil's simple paper cut animation:
<https://vimeo.com/303353497>
- e.g. of a lego animation from a school: <https://vimeo.com/240052203>
- e.g. of a simple animation drawing on a whiteboard:
<https://vimeo.com/44000852>
- e.g. of an animation using clothes: <https://vimeo.com/213123436>
- e.g. of an animation moving furniture: <https://vimeo.com/218363607>

Salt-dough recipe

Salt Dough Recipe, if you have no plasticine or play-doh

Making salt dough is a really fun and easy activity and the chances are you will have all of the ingredients in the cupboard ready to go. You can use your imagination to create all sorts of exciting objects (although simple shapes do seem to work best) and hours of fun painting your creation if you decide you want to keep it as a small sculpture.

Makes 1 ball – preparation time, 10 minutes

1 cupful of plain flour (about 250g)

half a cupful of table salt (about 125g)

half a cupful of water (about 125ml)

Salt-dough recipe

Salt Dough Recipe, if you have no plasticine or play-doh

Method

1. Mix the flour and salt in a large bowl. Add the water and stir until it comes together into a ball.
2. Transfer the dough to a floured work surface and shape into your chosen model. You can roll it out and cut out shapes, numbers or letters using biscuit cutters, or make any kind of model you can think of..

Salt-dough recipe

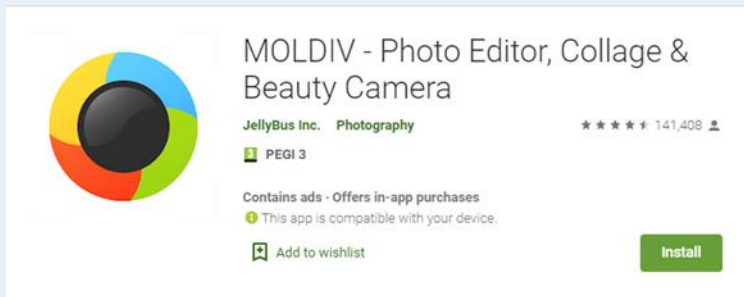
If you decide to keep your animation character as a sculpture once you are finished your animation

1. Preheat the oven to its lowest setting and line a baking sheet with baking paper/parchment.
2. Put your finished items on the lined baking sheet and bake for 3 hrs or until solid.
3. Leave to cool and then paint.

Alternative to Animation

If you feel that an animation will be **too much due to the number of photos**, an alternative to animation is to take a series of photographs.

- you can photograph each stage of your story and create a story board collage
- use a free collage apps to help organise your photos.



Teacher Animation Video is also available here



Cedarbank School Art and Design

Trending All Videos My Videos



Still life - task 4, composition with p...
2 views



Still life - task 5, Lichtenstein
2 views



Tonal gradient video
7 views



Still life - task 1, tonal object
5 views



Still life - task 1, tonal object cylinde...
3 views



Still life - task 2, pen & ink vegetables
1 view



Tonal gradient - pen
1 view



Contour and cross contour drawing
1 view



Still life - task 1, tonal object cylinde...



let's animate

https://glowscotland.sharepoint.com/portals/hub/_layouts/15/PointPublishing.aspx?app=video&p=c&chid=00d7643e-8df6-45da-92ca-66fff22c7ea7&s=0&t=pfb



Evaluate your work.

Look at the success criteria for task 1 & 2.

Please upload a photograph of your work if you have completed the Graphic Design choice task 1.

If you have chosen task 2, please upload your video to the Team page.

It is important to also evaluate your work and upload your evaluation to Teams.

Home Learning Evaluation

How happy are you with your home learning?



What is the best thing about it?

How could you have improved it?