

AS Graphic Communication - Component 1

Design Brief:

A new food/drink outlet (of your choice) is to open locally.

You have been commissioned to create a brand identity which clearly reflects their food/drinks range and ethos.

This will include designing the packaging/containers for the food / drinks & any other merchandise you wish to sell.

You will also design the premises & make an architectural model of the café/restaurant which must include the interior & façade

Summer assignment:

- choose an appropriate location for your food/drink outlet - photograph the location (this can be an existing shop or a vacant plot of land). Take lots of photos of the location and surrounding area.
- Produce a mood board of images that sum up the ethos/theme/style of food outlet you plan to design (similar to that show during the taster day – should have 20+ images)
- Photograph at least 20 different shop facades – they should be varied & interesting! Go to Camden if you can where there are lots of these.
- Photograph the interior of 3 different food outlets from various angles.
- Draw the plan view of the 3 food outlets that you photographed above.
- Collect a range of interesting packaging and/or food containers - they must be varied and from various different places (at least 5 pieces)