**Graphic Communication - Project 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 facade and make an architectural model of the café/restaurant including signage.

**Summer assignment:**

* Use PowerPoint to collect 20-30 images to be used on a mood board which sums up the ethos/theme/eras/food/cultures & style of food outlet/eatery you plan to design – 10 images per slide that fill the page (these will be cut out and put into your sketch books at the start of y12 to create a mood board)
* Research two designers/artists/design movements/art movements that you find interesting. Collect at least 15 varied images for both (These will be used to inspire your design ideas so choose wisely… you should like the style of work!)
* Photograph at least 10 different shop facades – they should be varied and interesting! Include the signage in your photos... Do actually go out and photograph them, don’t only use the internet - visit Camden if you can where there are lots of interesting examples of these.
* Collect a range of interesting packaging and/or food containers (Preferably nets that can be flattened) - they must be varied and from various different places (at least 5 pieces) - You will glue these into your sketch books and annotate them
* Make a mind map on possible names for your food outlet/eatery. what are the connotations of the names? are they suitable/appropriate?
* Begin to sketch some typography designs for the chosen name/s… About 10 well worked designs to start, these will be developed further during Y12