



UNIVERSITY CAMPUS
DONCASTER

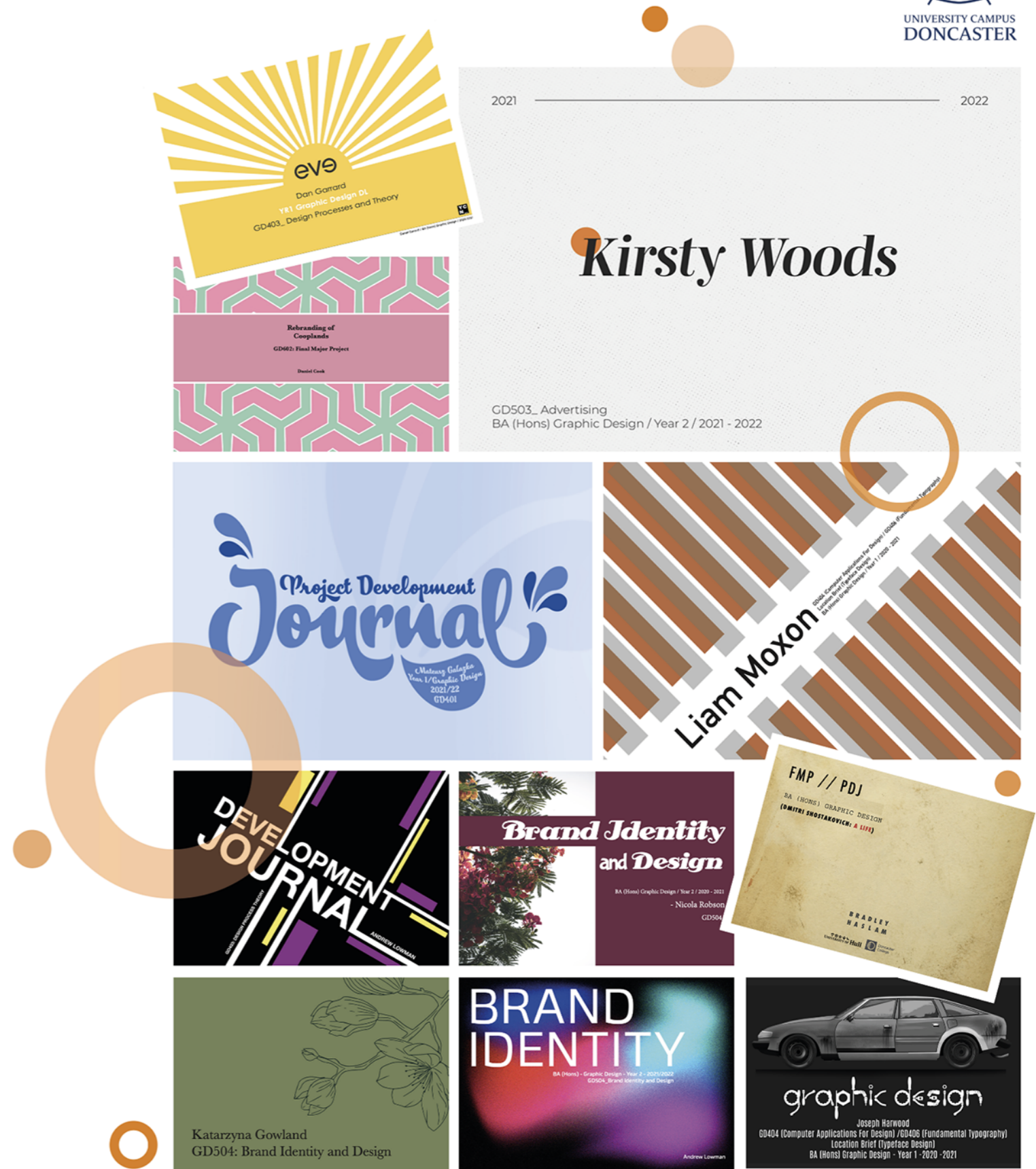
BA (Hons) Graphic Design

Peeling away the creative process

Year 1 // Level 4

PDJ

Although physical sketchbooks are used for ideas generation, and experimentation with traditional techniques and materials, students on our degree course submit all of their work in a digital **project development journal** (PDJ). This includes everything they have produced, from research and development stages, to their final outcomes. The digital format allows students to add, refine, and change the order of content, which is more difficult to do with a traditional sketchbook. The following examples demonstrate the ways in which our students work, and how they present their final project development journals for assessments.



Example 04

As well as working on practical projects, you will also spend time analysing a wide range of local, national, and international design companies. The objective of the **Studio Practice** module is to raise awareness of the industry in relation to commercial practices, client listings, and career opportunities. Other elements of the module includes the creation of an ongoing journal/diary, as well as building and adding to a portfolio of design work as you progress through each year of your degree studies.

GD405 Journal

Kelly Morgan
BA (Hons) Graphic Design
Year 1: 2019-2020

11.02.2020

For the past two weeks I have been starting work on the YCN brief. I was so excited when I first saw what this module was on as it looked like it would be a real challenge and really creative. I have been researching 3 briefs that I liked the look of, Shelter, Oliver Bonas x Fedrigoni and UK Greetings and UK Greeting is the one I have chose to go ahead with. I chose this particular brief as I felt this type of designing I had some prior knowledge of from my small business and seeing other people at craft fairs selling greetings cards, but also it just spoke to me the most as something I would enjoy and it would also challenge me. I have really enjoyed doing all my research actually, I didn't think I would enjoy the research so much as I am way more of a creative learner but I have found it really interesting finding out what goes into the colour choice etc behind designs. I have also been going out into shops to see physical examples, this has been very useful, it has also made me realise how much I love looking at different designs and appreciating them.

16.02.2020

The rest of this week I have been finishing off my initial sketches, I have mostly done my pages of smaller sketches however I have done a few whole design ideas that could be on cards or bags, I have found I have only had a few ideas for whole designs, I am a bit worried that this might hinder me but I am hoping that when I get into Illustrator and digitalise the smaller sketches that ideas will then flow more easily for an entire piece.

I have also realised I have not yet been utilising our peer group chat as much as I should, and this was one of my points to improve on from my last module. I do get a bit nervous about posting my work in there as I am naturally not very self confident and worry about what people think, however I will be pushing myself to use this to my advantage as I could get some really good ideas and tips that I would otherwise miss out on.

Year 1
Journal
GD405 - Studio Practice
Year 1
Journal
GD405 - Studio Practice

Andrew Lowman

Work
Personal Projects
Uni Work
Journal

Nike Airmax Golf poster
2021

MT Plastering and Drylining
2021

Adam Wright Drumming
2021

Bealuna Coffee
2021

HELLO I'M NICOLA ROBSON
Year 1 Graphic Design Student

As a first year graphic design student I'm keeping a weekly journal to stay on top of my thoughts and progress as I work through the course contents. I want to keep in mind all areas that may need improvement, whilst recognising aspects I feel confident in. This will maximise my growth as designer and ensure I stay on track to where I want to be. I will talk about what work I accomplish week-by-week, which will also help to solidify the learning in my mind. I start off this journal talking about wanting to code my own website using a HTML template, but as you can see this is a PDF so that didn't quite go to plan. It's been interesting to read back through my journey with it however, so this journal is already coming in handy with highlighting areas I want to improve on.

Journal Entries

Highlights and Notes

Week 1
10/02/2020 - 14/02/2020

FEATURED ADVERTISING

BRANDING LOGOS

SPORTSWEAR

TYPOGRAPHY OTHER

CONTACT

CURRENT WORK OTHER PROJECTS

PAST WORK CONTACT

BLOG

Module 1

We were given this journal module whilst we were fairly into our YCN brief, so I've started to Highlights and Notes from where I was at the time within the brief structure.

This week after receiving feedback from Simon, I refined some illustrations in my YCN brief, the holiday and the basketball benefit. It was pointed out to me some ideas which I hadn't thought of, like using a play on a basketball term for the sports theme. These are things I hope to start thinking of myself as time goes on as they are the little details that make all the difference. The illustration of the basketball player itself I am so happy with! I'm not used to drawing people, so the outcome was better than I had hoped.

The holiday theme I'm really not as happy with compared to the others. I tried to add in some more details to refine it a little bit more, but I'm glad I'm not taking it forward.

