



East Park Terrace
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www.solent.ac.uk

BA (HONS) GRAPHIC DESIGN

WELCOME!

Congratulations on achieving a place here at Southampton Solent University on the BA Graphic Design course. I'm Ellie Kilburn, Course Leader and myself and the team are really looking forward to welcoming you into the studio and to the university.

Before the course begins, we would like you to complete two short projects over the summer that will help you to prepare for your start in September. These can be found at the bottom of this letter. These projects will need to be ready for Welcome Week. We will share them and hear a little bit about you and your work.

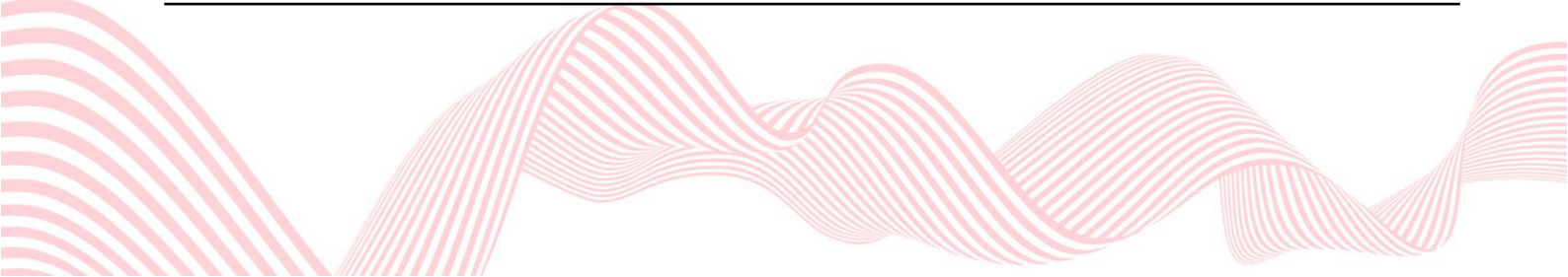
READ / LISTEN / WATCH LIST

"You Can Find Inspiration in Everything - (And If You Can't, Look Again)" Sir Paul Smith

One of the joys of Graphic Design is the broad nature of the discipline. Please have a read/listen/watch of the suggested items below, and record what you find interesting and/or inspiring. Some of the films are just short, follow up on anything that sparks your interest. If you're not already doing so start to a physical or digital sketchbook for inspiration, ideas and industry notes and make sure you are saving things of interest. Don't stop here! Keep reading, looking, watching and listening and record everything.

READ	LISTEN	WATCH
It's Nice That	Creative Boom – chose an episode!	Templo
Creative Boom	My Life In Design – Jack Renwick	Jimmy Turrell
Eye Magazine	The Creative Condition – Jessica Hische and Timothy Goodman	Abstract (on Netflix if you have it) – Season 1 Episode 6 Paula Scher
Design Week		Yinka Illori
The Book Cover Review		Design Museum Football

ESSENTIAL EQUIPMENT LIST





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All students will need to bring to the studio sessions their own kit of materials. You will probably already have a number of the items.

- Digital Storage: You will have access to the university iCloud. But sometimes a USB or portable hard disk will be required.
- Studio equipment: Sketchbook, notebook, pens and pencils. Scalpel and spare blades. Good quality paper scissors, metal ruler, glue/good paper adhesive, masking tape and double-sided tape.
- You will need credit to print – we suggest budgeting £20 to begin but printing costs can rise. Please make sure you allow £200 each semester as a buffer for producing your work. Some Home students can qualify for the University course costs grant (means-tested).
- Other items such as digital cameras can be borrowed from our media store.
- We have suites of Macs (including in the studio) with Adobe Creative Suite, but you may wish to purchase your own laptop if you do not already have one.
- Also essential is a hard-working attitude, dedication and curiosity...

SUMMER PROJECT

Project 1: Food for Thought

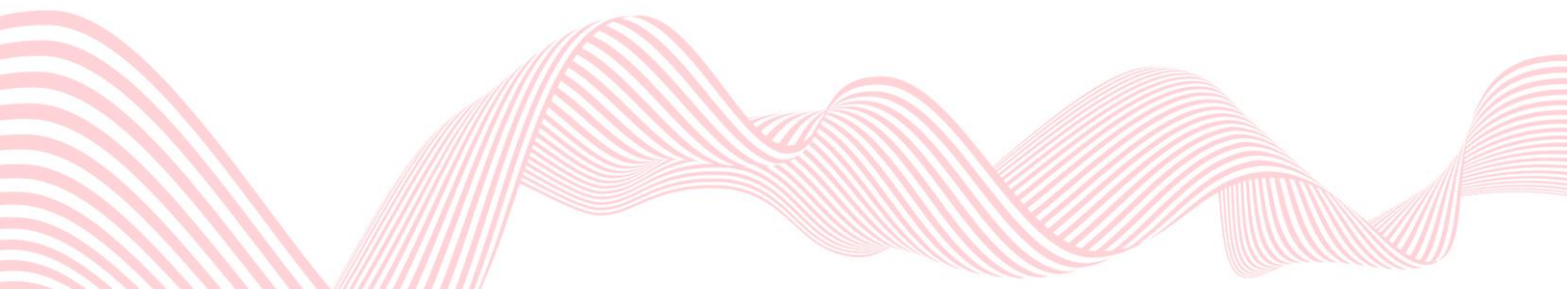
You are asked to present a recipe in any way you like.

The recipe should have some meaning to you. It could be your favourite dish, something that reminds you of someone, or somewhere. It could be a recipe from your favourite film, or it could be something you have found randomly, or it could be your interpretation of a takeaway or store-bought item, or it could be something completely fictional. It's up to you! It needs to have an emotional connection to you in some way.

The recipe should be presented physically. It could be a poster, a book, a sculpture, a series of items, a photograph, a zine, whatever you think appropriate. Have fun, be expressive, ambitious, experimental, inventive and make it as individual as you.

Project 2: Influences

Please select and photograph three items which you feel have been influential to you in some way. These items could relate to graphic design, fine art, music, theatre, film etc. The items could be a book cover, a Christmas card, a record sleeve, a drawing, a souvenir from holiday, a poem, a bubble gum





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wrapper, a t-shirt – anything you like! Photograph the item in any way you wish and again be experimental.

We have included some inspiration below to give you a helping hand.



Cooking with Scorsese
Hato Press



Holley Portraits
Daniel Eatock



Zooba & Walsh



Lakwena



Len Deighton



Elastic



Mr Bingo



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Matt Willey



Annie Atkins

If you have any questions or concerns, just drop me an email: ellie.kilburn@solent.ac.uk

We can't wait to see your projects and meet you in September!

Ellie + the Graphic Design team

