Alphabet Workshop

This activity will challenge you to build on your creativity with items found only in your home. Typography is a skill that plays a large part in many of the creative industries and the more creative you get, the more successful the outcome can be. The creative arts are also about collaboration and we are going to ask you to collaborate with your entire class towards one single goal.

Norwich University of the Arts has strong relationships with creative industries. We know these are the top 10 soft skills* they are looking for:

(This particular workshop entails the following highlighted skills:)

Resilience

Meeting deadlines and delivering a brief

Flexibility and adaptability

Showing attention to detail

Communicating with colleagues and partners

Responding to feedback

Demonstrating a positive attitude

Working in a team

Handling customers and clients

Interpreting a brief

*Soft skills are a combination of people skills, social skills, communication skills, character or personality traits, attitudes, career attributes, social intelligence and emotional intelligence quotients, among others.

Task 1 (Lettering)

This task will be an exploration of how creative you can be whilst using objects found in your home and/or garden:

- Try to find objects that make this task easier for yourself, look at the shape and form of each object and try to match your letter.

- Think about the scale of your design. Do you want to create something small, intricate and delicate or do you want to make a big statement and go large?

- Try researching your letter online or in a book, can you find an interesting letter on any of the books in your home? For example the letter 'g' has two very different styles; 'g' and '*g*.'

- Try to think differently when creating your letter. You can use perspective, negative space or utilise the architecture in your room to bring your idea to life.

TOP TIP:

Think about how you are going to photograph your letter before you start, consider the composition of your image. Is there anything distracting in your background?

Clear an area so your letter can be the hero of the image, not the objects in the background.

James Saunders - BA Graphic Design
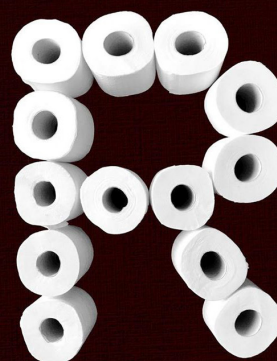
Task 2 (Story Telling)

This task will be an expression of who you are, so you will need to find lots of objects that represent your interests and your personality:

• We are going to do the same task as before but with a bit of a twist! All of the objects have to represent something about you. Your interests, hobbies, likes and dislikes or objects that bring back memories. Find objects that have a personal meaning to you.

• Try to find a mix of objects; large & small, personal & practical, interesting & boring, silly & serious etc.

• Tell us an intriguing story through your chosen objects!

Task 3 (Create together!)

We would like you to create a word out of the letters/images that you have all created. Please email your design to us at **student.recruitment@nua.ac.uk** and we will create a link for your teacher to send out so that you can begin creating interesting words.

Considerations

• You could look at the images first and then create a work inspired by the objects in the images.

• Another way to tackle this brief would be to pick a word and then try to challenge yourself to express the word through the letters. This is a more difficult option but could create some interesting results.

• Think about your word and look at the images carefully. If you chose a harsh word like 'Broken' you might want your letters to look very different from each other, but if you chose 'Harmony' you would want to balance the letters so that they feel similar to each other.

• Do you want all of your images to feel like they are the same scale or do you want them to look wildly different?

• An extra challenge would be to arrange the letters in a photo-editing program like 'Photoshop' or a free version 'Gimp'.

Why is this relevent?

The creative industry is all about story telling. This can be through images, language, sound or moving image. The one thing that they all have in common is conveying a message. As a graphic designer you are designing with words almost every day and clients these days want creativity, not just boring words on a page!

This short workshop is a great way to think about how to add creativity into your message. You have not only created interesting characters in a short space of time, but you have also told us something about yourself through your creativity!

Well done!

Can I get a job doing this?

Studying Graphics alone could lead to careers such as:

Graphic Designer	Creative Technologist	Magazine Designer	Printmaker/Printer
Graphic Artist	Copywriter	Motion Designer	Digital Artworker
Digital Designer	Packaging Designer	UX Design	Typographer
Website Designer	Executive Director	UI Designer	Visual Merchandiser
Branding Designer	Creative Director	App Designer	Project Manager
Digital Re-toucher	Design Director	Editorial Designer	Advertising
3D Visualiser	Newspaper Designer	Strategist	Art Director

If you have any further questions or would like to send us your final designs, please contact us at student.recruitment@nua.ac.uk