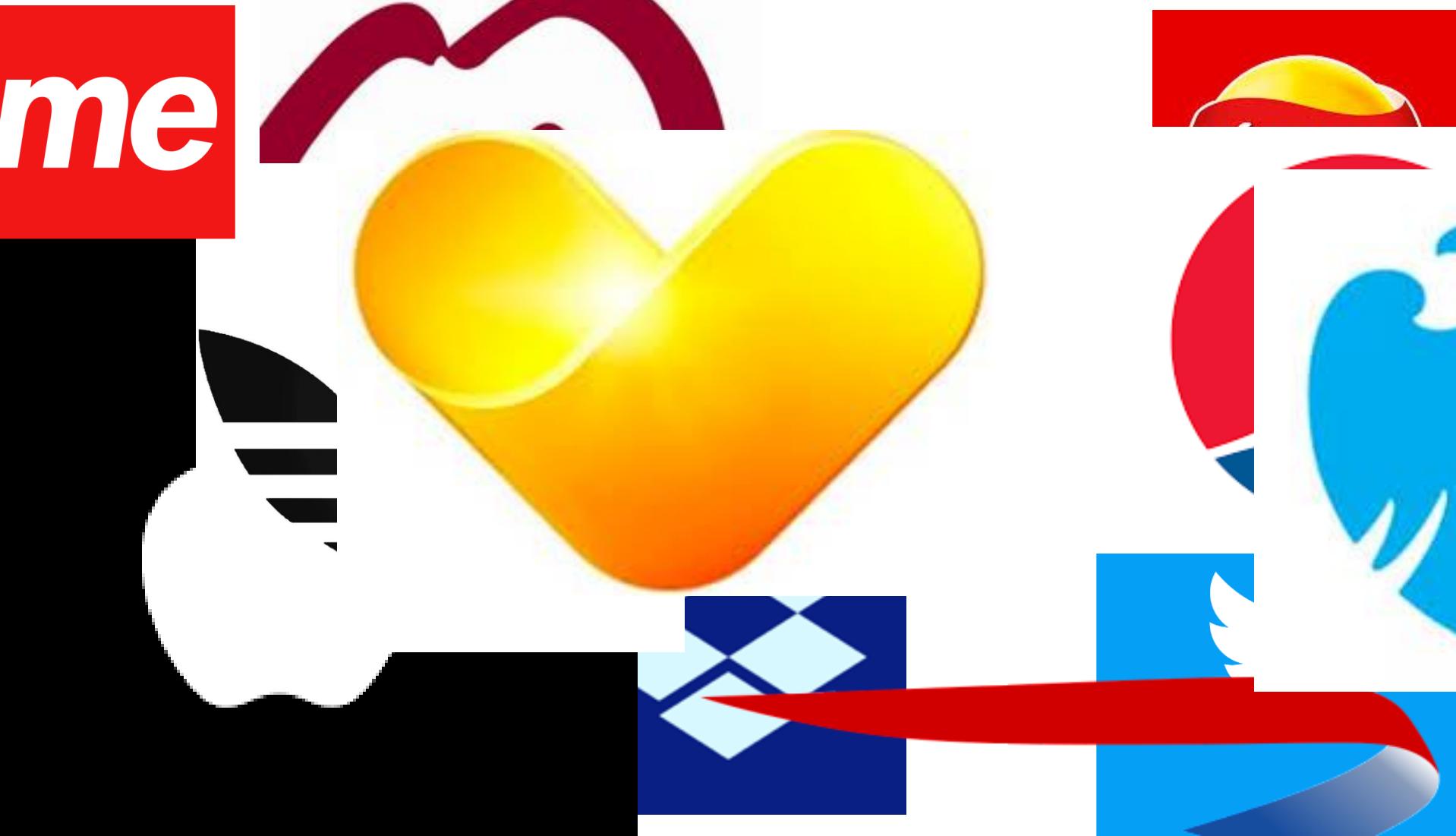


# Welcome to Graphic Communication



CONSIDER HOW CREATIVE YOU  
ARE IN YOUR DAILY LIFE, TAKE A  
MOMENT TO HAVE A GO AT  
SOMETHING NEW.

# HOW MANY BRANDS CAN YOU SEE?



# Supreme



APPLE COMPUTERS



INNOCENT SMOOTHIES



THOMAS COOK



BRITISH AIRWAYS



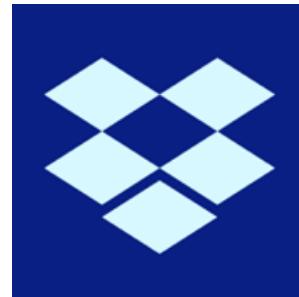
PEPSI



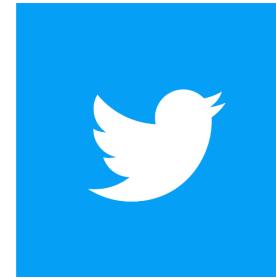
BARCLAYS BANK



ADDIDAS



DROP BOX



TWITTER



FreeFoto.com

What is this word?

The answer is **Ampersand**

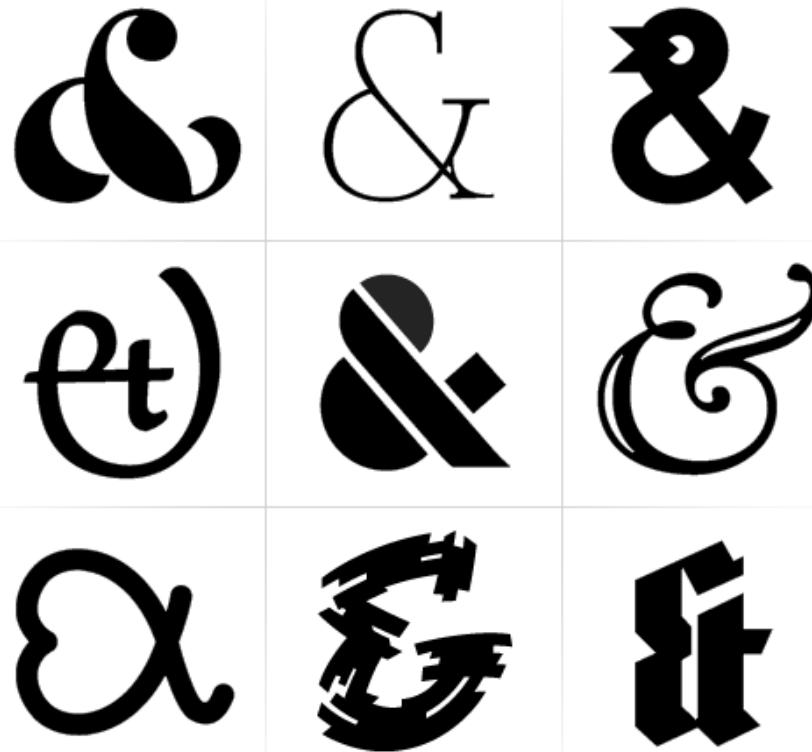
*Can you draw one from memory?* Each have a quick go at drawing it in one move. If you have an iPad try drawing it with your digital pen in the app sketches.

# LOGO COMPETITION

**Brief:** Design a new logotype for Visual Arts Weeks using only the letters:

VAW

To the right are a range of unique and imaginative typography Ampersands to inspire.





## Photography Challenge

Email [a.burne@sfx.ac.uk](mailto:a.burne@sfx.ac.uk) with your name, age, secondary school and photo, best images will feature on the college art and design Instagram page.

# A Rat's-Eye View





## View points

Low-down photography  
>>A rat's-eye view

- The idea
- Low-down photography is an excellent way of showing a scene from a different viewpoint.
- Images taken at ground level are often more interesting than those taken at eye level because we are not used to seeing the world from a “rat’s-eye view.”
- A lot of the times views from the ground will have great perspective and depth.

# Silhouettes

## Striking black

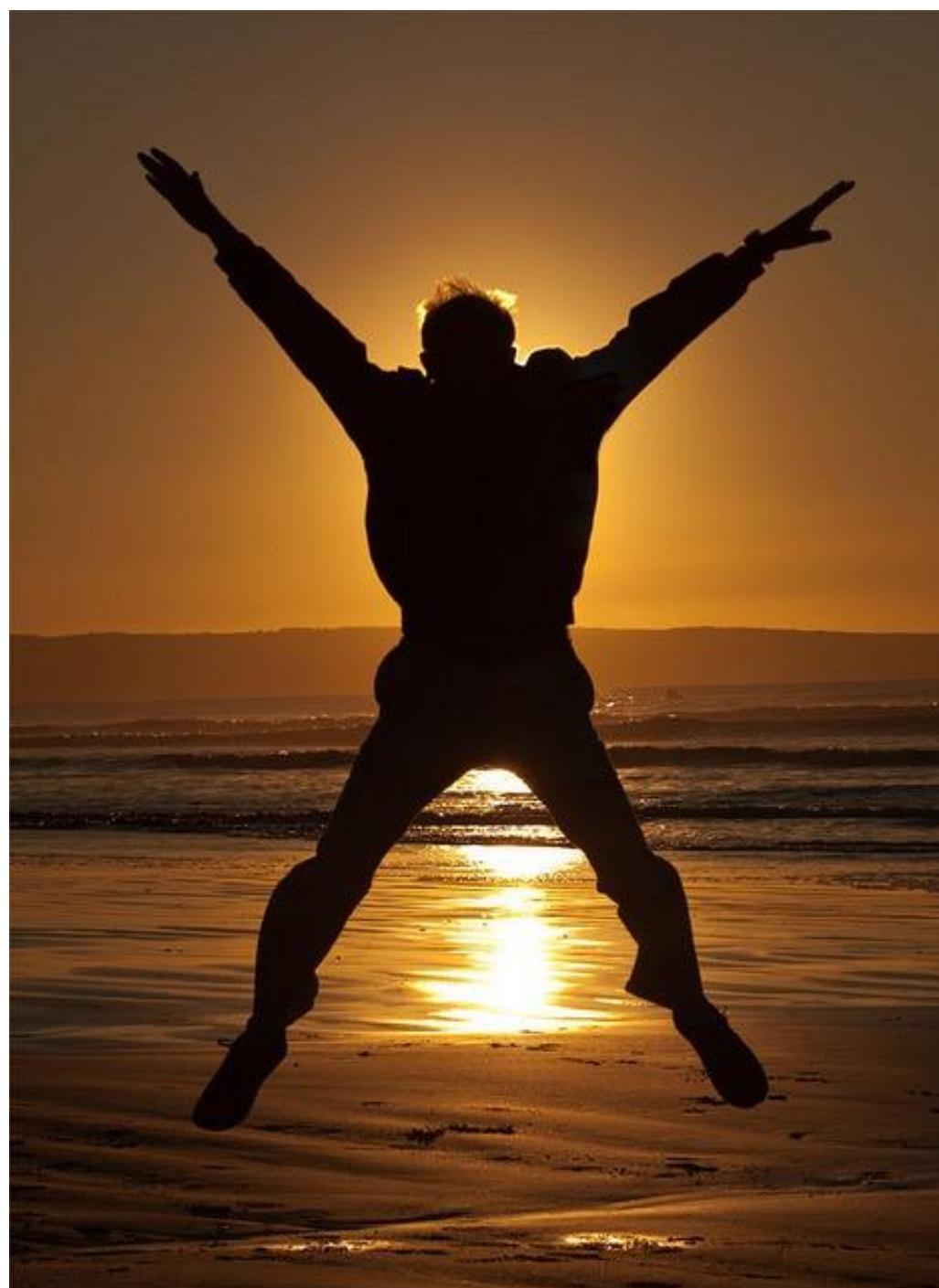


# The idea

Silhouettes make really striking images. They are an interesting alternative for capturing recognisable landmarks or obscuring someone's identity.

Silhouettes often make stand out photographs because of their simplicity.

Sometimes colour and texture clutter an image-shooting someone or something in silhouette is a great way of stripping it back to the basics





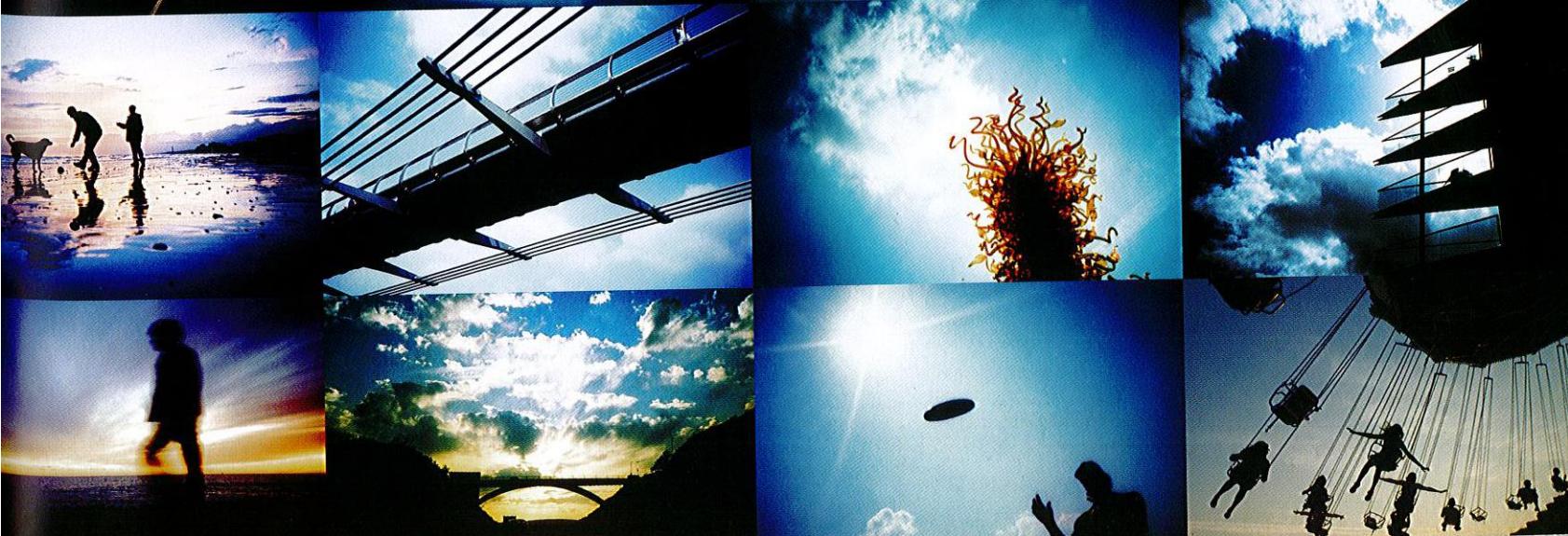
Dusk and  
Daybreak are  
great times!

Shoot in  
Black and  
white to  
create  
contrast.



Overcast days can be great as you get moody backgrounds that really add atmosphere.





A black and white photograph showing a close-up of a bicycle's front wheel and frame. The bicycle is positioned on a cobblestone surface. A large, shallow puddle of water sits on the ground, reflecting the bicycle and the surrounding environment. The reflection is slightly distorted, creating a surreal, puzzle-like effect. The background shows more of the cobblestone street and some distant buildings or trees.

# Reflection

Puzzling perspective

# Water

With shiny surfaces such as polished floors, a view point perpendicular to the surface will give you stronger reflections reflection as it will hold the lens closer to it.

The beach is a great place to get reflections but any puddle or pond will also create a mirrored effect. To capture the best reflection you will need to get down as low as possible. (water proof trousers)



# Mirrors

The most obvious place to find reflection is the mirror. They are perfect for getting a self portrait with your camera.

Experiment using the fish eye effect or putting a filter on after. Lots of camera phones have aging and colour filter effects to enhance the colour balance and contrast to the image

Play around with Depth of field remember. If you are shooting yourself in the mirror and want the background to be blurred open the aperture to give a wider depth of field.



# Buildings



Buildings with an expansion of glass can be a joy for shooting reflections.

Plan your shot so that it fills the view finder and crop out any other buildings that are not your main focus.

With all the shiny materials used, modern architecture can be reflection heaven.