



# YEAR 9 WORK FOR TERM 1A

Complete the following tasks that are related to your Art **'Graphics'** project. You should take at least one hour = 2 lessons - for each task. You should have 10 hours to complete your work.

Susan Kay  
[susan.kay@cowleysthelens.org.uk](mailto:susan.kay@cowleysthelens.org.uk)

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The following images are related to different careers; they are just a snapshot of what happens in their establishments. Study these images carefully and decide on promotional material for each one. Are your customers predominantly women? Or men? This may affect your design and colour scheme.

**Task 1:** What is the name of your chosen establishment? Try not to be too boring, or too silly, with your choice.

**Task 2:** Consider who your customers are and design the shop window; just as people like book covers and are drawn to read them, shops which have an interesting shop front also draw people in.

**Task 3:** You will need to design a business card – this is handed out to people when you are self promoting your business – it should have very little information on it but should also say exactly what you do. This must have the same style of lettering and colour scheme as your shop front.

### Examples of interesting shop fronts:



There are 3 examples here for you to look at.

Consider the look of these designs and ask yourself, which is the most successful, and why?

When designing your shop/store/workshop front, think of a harmonious colour scheme.

Consider the style of lettering (or font) for the job.

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**Photograph 1 – Hair stylists**



**Photograph 2: Garage - Car Mechanics**



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**Photograph 3. Builders**



Because your task is to design high impact typography shop names based upon the 3 different careers. Consider them carefully and create the branding they require and how the artwork can be a powerful marketing tool.

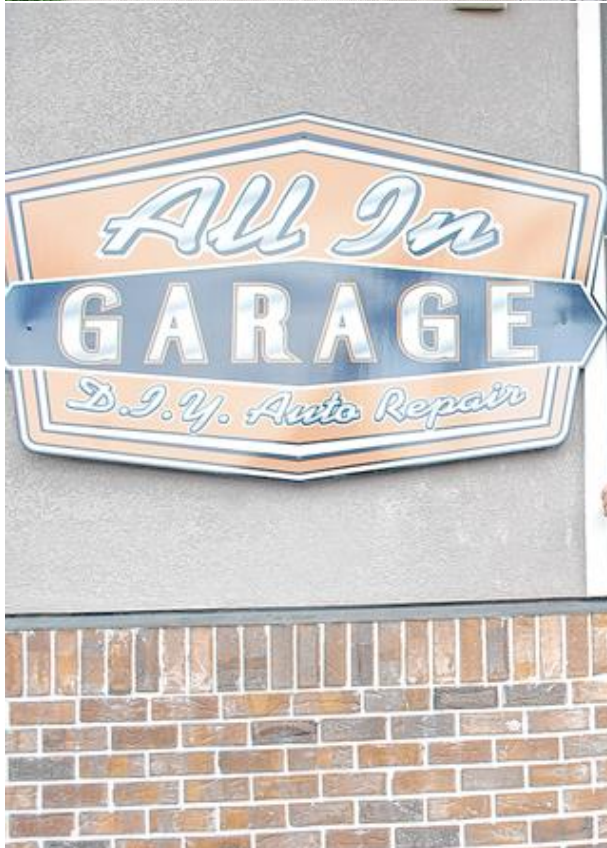
Remember to consider text style, layout, size of font, shadowing, illustration, colour themes. Use your own understanding of the kind of shop that piques your interest.

**Lastly**, design a newspaper article that will promote your business in the local paper. It might be part of an article which is supporting many local businesses, including your own.



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Attached: Some ideas for lettering style.





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