

A level Graphic Communication Summer Task

The first Design Brief you will work on in September of year 12 is the following:

Design Brief: Create the branding for a new beverage range for the tea and coffee producer Whittards. The brand is to be called *Heritage House*. The branding should reflect the culture of the country that the product ingredients originate from. **Choose one of the following products to create a logo, packaging and advertising poster for:** black tea, fruit and herbal infusions, flavoured and chai tea, ground coffee or hot chocolate.

Your summer work relates to the research section of this project. It is important that you make good decisions as you will continue and develop your ideas during the first half term of Sixth Form.

Summer Tasks: Work to be completed on PowerPoint or Google slides.

If you need access to computers you can use the computers in my room by emailing me jbrowning8nrp@nsix.org.uk or arrange to use the study centre by emailing Sabrina swoodhouse4arb@nsix.org.uk

Summer Tasks

- 1. Whittards Products:** Explore the Whittards website <https://www.whittard.co.uk/> to gain an understanding of the different beverage products they sell. **Choose the product you will use for your brand e.g. herbal tea, ground coffee, hot chocolate etc. Present examples of Whittards existing products on a slide.**
- 2. Other Brands:** Research other brands and examples of your packaging for your chosen beverage. You should research real brands from the internet but also designers work from behance.net (Behance, is a social media platform owned by Adobe whose main focus is to showcase and discover creative work.)
- 3. Investigate:** Research and find out where the ingredients in your chosen beverage were grown. For example Black tea is grown/cultivated in China, India, Sri Lanka and Kenya. Use the Whittards website to find the ingredients. **Present visual examples of the ingredients/plants on a slide.**
- 4. Inspiration board:** Choose one of the countries from your research so far and investigate its culture: art, architecture, natural landscape, plants, wildlife, well known landmarks, fashion, food, history etc. **Present the imagery you find on one or two slides.**
- 5. Mind Map:** Having completed some research and made decisions about the product your brand will be based on, mind map your ideas for your 'Heritage House Brand'. Your map should include both written and visual ideas; key inspirational imagery, possible colour schemes, typography style ideas, references to the product you are designing e.g. examples of packaging boxes, labels, logo's etc.
- 6. Produce an A4 page of small detailed sketches of things that relate to the country you have investigated.** The drawings need to be shaded or include tonal colour or detail in fineliner.

* Consider the presentation of your work carefully e.g. Slide titles – typeface styles, slide background colours and arrangement of images.



Tea Background



Tea is made from tea leaves which come from the common tea plant—*Camellia sinensis* -a species of flowering plant. The first tea leaves were grown in china 5000 years ago but the biggest modern producers of tea are **Kenya, Sri Lanka, India, and China.**

Coffee Background



Coffee beans come from the coffee plant. On these coffee plants, bunches of cherries grow and inside these you'll find two coffee beans, Arabica and Robusta. These are ground to make coffee. Coffee is grown worldwide and can trace its heritage back centuries to the ancient coffee forests on the Ethiopian plateau. There, legend says the goat herder Kaldi first discovered the potential of these beloved beans. Now, Brazil, Vietnam, Colombia, Indonesia, and Ethiopia are the largest producers of coffee.

Examples of tasks

Task 1



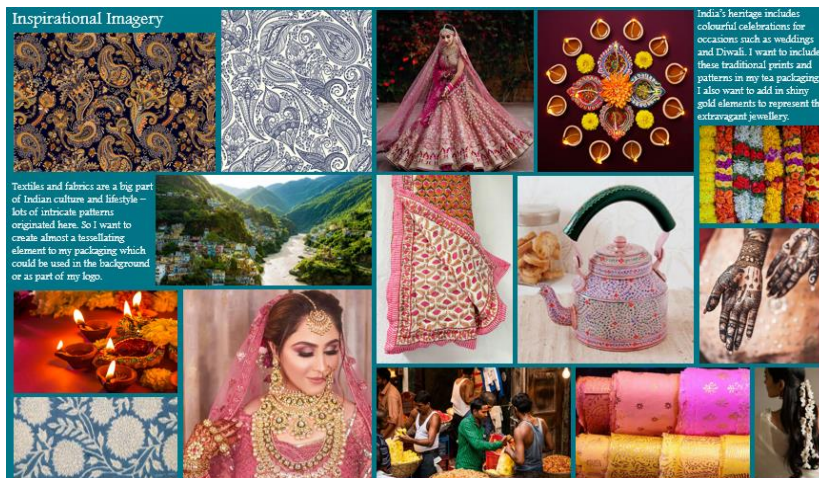
Task 2



Task 3



Task 4



Task 5



Task 6

