



Introduction

Nowhere has the technological revolution of the past decades had a more profound impact than on the creative industries. New digital media have revolutionised working practices and opportunities in fields as diverse as design, graphics, illustration, interior design, textiles, fashion, product design, photography, animation, music, video and broadcast production, advertising, magazines and newspapers, multimedia and computer gaming. According to statistics from the department of Culture, Media and Sport, jobs in the creative industries totalled 1.9 million in the summer of 2003 with a further 0.8 million creative jobs in companies outside these industries, and with employment growing at a rate of 3% per annum:

http://www.culture.gov.uk/creative_industries/ (accessed 09/08/05).

Taking Edexcel's DiDA suite of qualifications is your first step towards a wide range of career opportunities in the creative industries.

Graphics

Graphic design uses words and images to convey information. It is an established feature of the culture and economy of industrialised countries - so pervasive as to be almost invisible. Take a look around you! Graphic designers were responsible for the posters on your bedroom wall and the navigation on your favourite website, the logo on your trainers and the packaging on your breakfast cereal, not to mention the carrier bag it was brought home in. Although graphic design is as old as the written word, it was only identified as a distinct applied art form in the late nineteenth century. Since the Industrial Revolution its history has been shaped by technological advances that run in a timeline from the invention of new printing processes that made possible the mass production of designs and illustrations in colour, to the present, when electronic media predominate at all stages of the graphic design process. Computers have fundamentally transformed the industry. Where in the past designers depended on the skills of typesetters, lithographers and printers to implement their designs, the graphic designer now has unprecedented control of her/his artwork from initial idea to final outcome. The creative and technical aspects of a designer's work are integrated through computer technology.

The Serif Resource Pack for DiDA will help you become proficient in the skills you need to create different types of graphic product for **Unit 3 Graphics**. It takes you through a preparatory course in clear manageable stages, as it teaches you how to plan and manage a project over a set timescale, meet deadlines and learn new graphic skills. By working through the guided activities and independent mini project briefs, you will be ready to undertake your Graphics **Summative Project Brief (SPB)*** with confidence. You can find examples of real SPBs including the current ones for Graphics (D103 and D203) on the Edexcel DiDA website: <http://dida.edexcel.org.uk/home/>

* The SPB is a project brief to produce images and artwork for a particular purpose and audience. It should take about 30 hours to complete. This is how the marks are awarded:

(a) Plan and manage the project (5 marks)
(b) Use vector-based tools to develop images (9 marks)
(c) Use bitmap-based tools to develop images (9 marks)
(d) Design and create graphic products (7 marks)
(e) Exhibit work in an eportfolio (7 marks)
(f) Review the project (5 marks)