

30

15

BA Graphic Arts Catalogue 2020

Concept

Alternate:

Alternate between students

Alternate between pathways

Alternate between colours

Alternate between processes

Alternate between visuals

Alternate between routes

Catalogue

Content:

BAGA Introduction
Nickie Hirst Introduction
Course Images throughout
Graduate Projects (67 Students)

1 Student = 1 Spread (2pp)
Student 100 Word Rationales
Student Images:
1 Image (Portrait)
or 2 Images (Landscape)

37 Graphic Design
20 Illustration
7 Motion Design
5 Photography

Spec 1:

Size: 230 x 155mm
Front Cover: 4pp, Gloss 250gsm
Text Pages: 160pp, Uncoated 120gsm
Finish: Perfect Bound
CMYK + 1PMS Throughout

Spec 2:

Size: 230 x 155mm
End Papers: 2 x 2pp, Gloss 250gsm
Text Pages: 160pp, Uncoated 120gsm
Finish: Exposed Section Sewn
CMYK + 1PMS Throughout

Typeface: Favorit Pro (Regular & Bold)

Alternate
Alternate

120pt/110pt

BA Graphic Arts 2020
Winchester School of Art

24pt/30pt

Catalogue Layout:

Feedback:

Consistent layout over student images.

2x Full Bleed Landscape or 1 Full bleed Portrait

Double page images spreads break up flow?

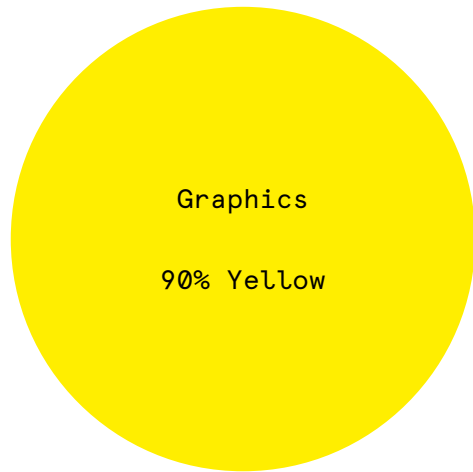
Coloured bar on ends of pages

Incorporate all colours in bars?

Alternate through coloured pathways

Alternate through different image layouts

Colour Palette A:

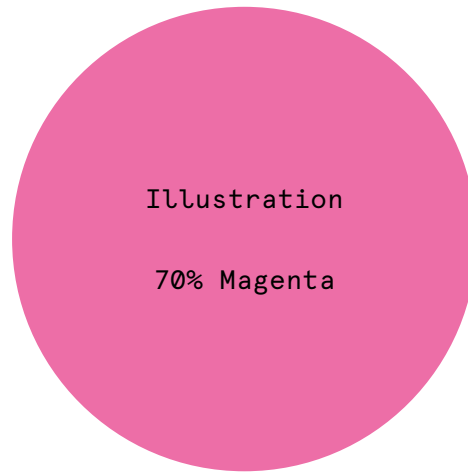


Graphics

90% Yellow

Graphics:

R255 G238 B7
#ffee07

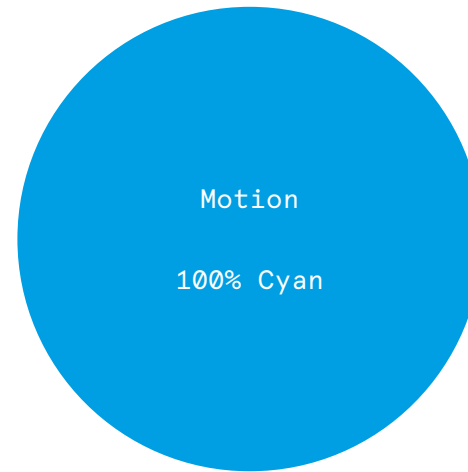


Illustration

70% Magenta

Illustration:

R235 G110 B167
#eb6ea7



Motion

100% Cyan

Motion:

R0 G158 B277
#009ee3



Photography

PMS 3395

Photography:

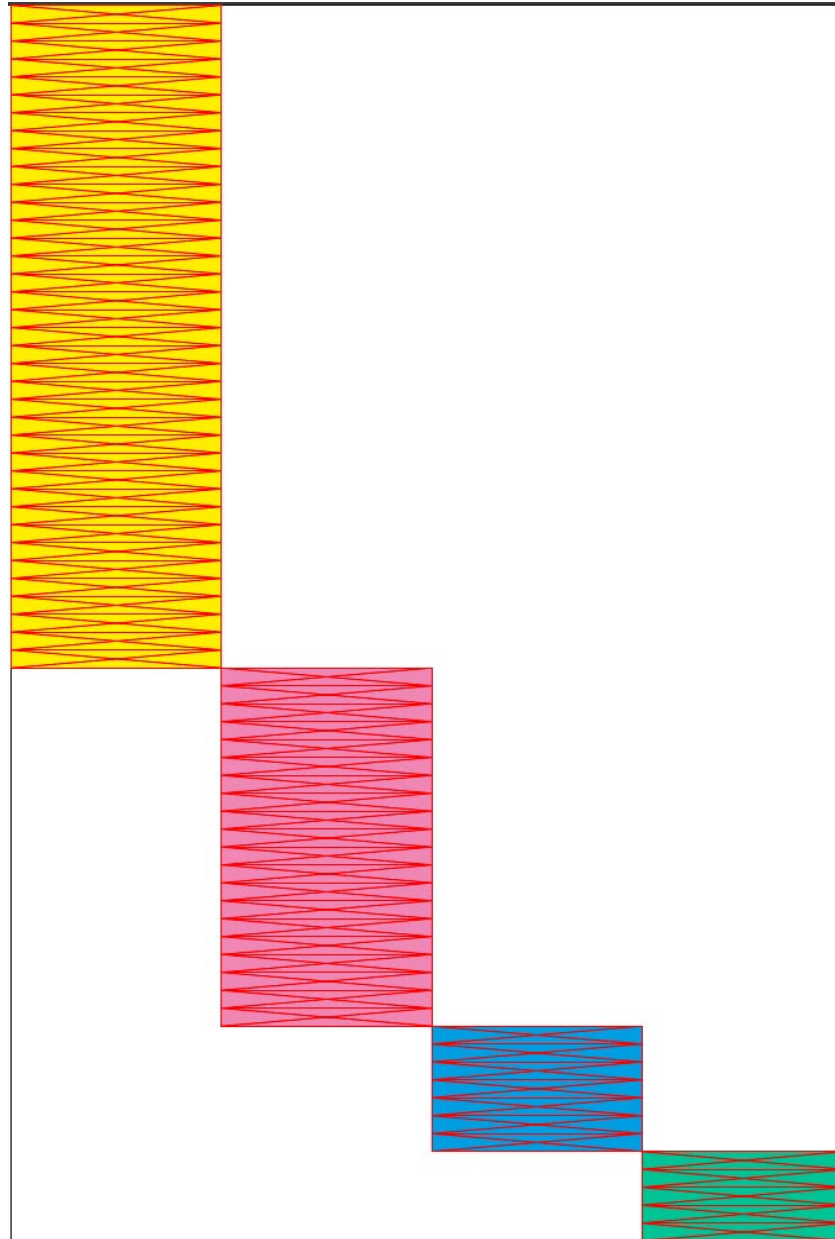
R0 G196 B150
#00c496

37 Graphic Design

20 Illustration

7 Motion Design

5 Photography



37 Graphic Design

20 Illustration

7 Motion Design

5 Photography



Covers: Perfect Bound

Alternate showcases the work of Winchester School of Art's BA Graphic Arts students of 2020. Highlighting how three years of study has resulted in different processes, routes and visuals.

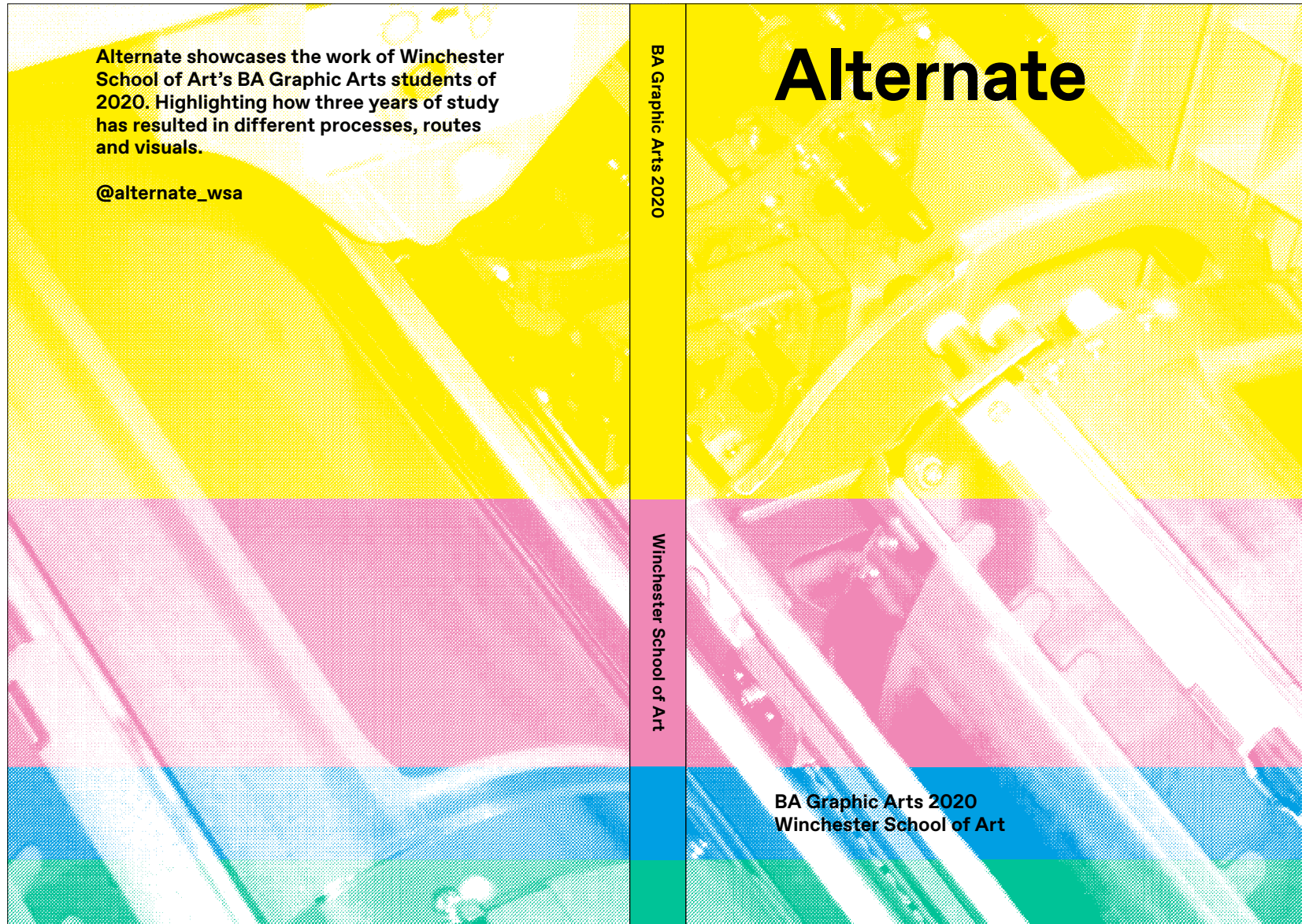
@alternate_wsa

BA Graphic Arts 2020

Winchester School of Art

Alternate

BA Graphic Arts 2020
Winchester School of Art



Covers: Exposed Thread Sewn

Alternate showcases the work of Winchester School of Art's BA Graphic Arts students of 2020. Highlighting how three years of study has resulted in different processes, routes and visuals.

@alternate_wsa

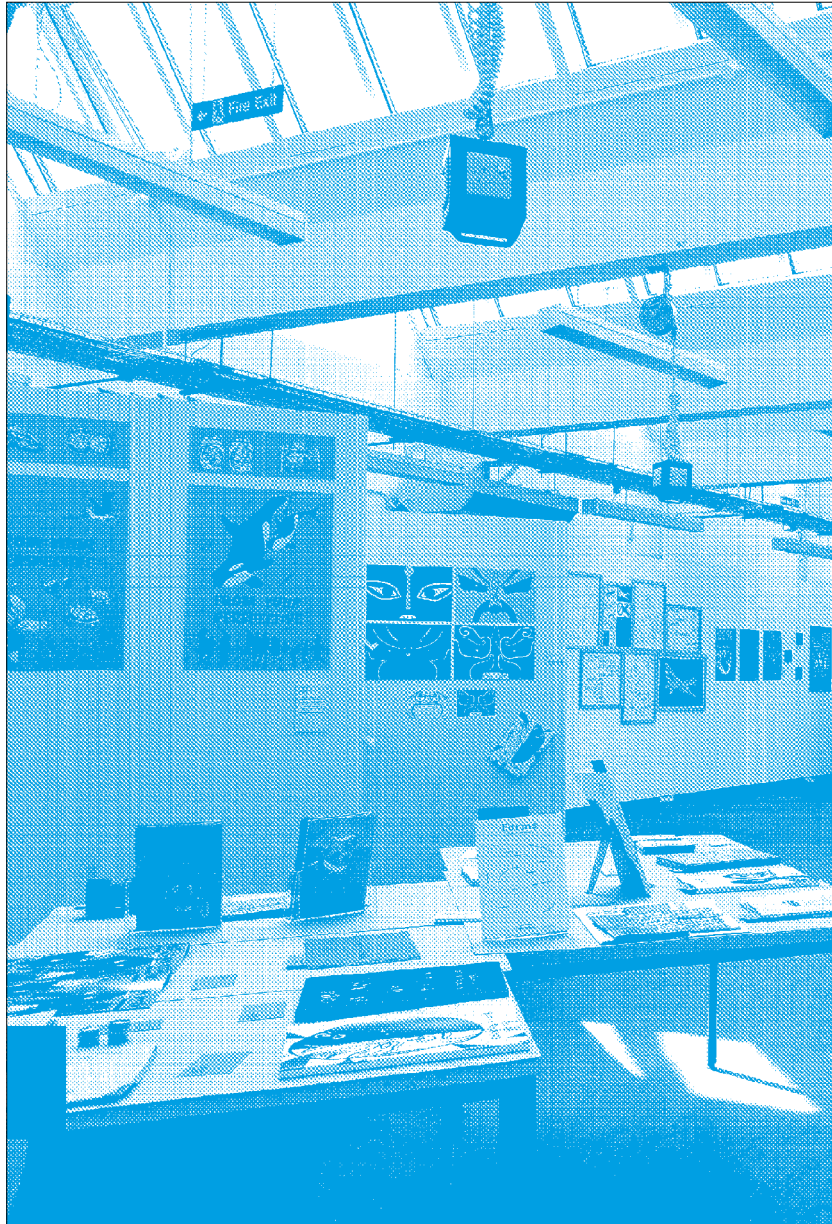
Alternate

BA Graphic Arts 2020
Winchester School of Art



Text Pages:

*Example
Images



Introduction Graphic Arts



*Example
Images

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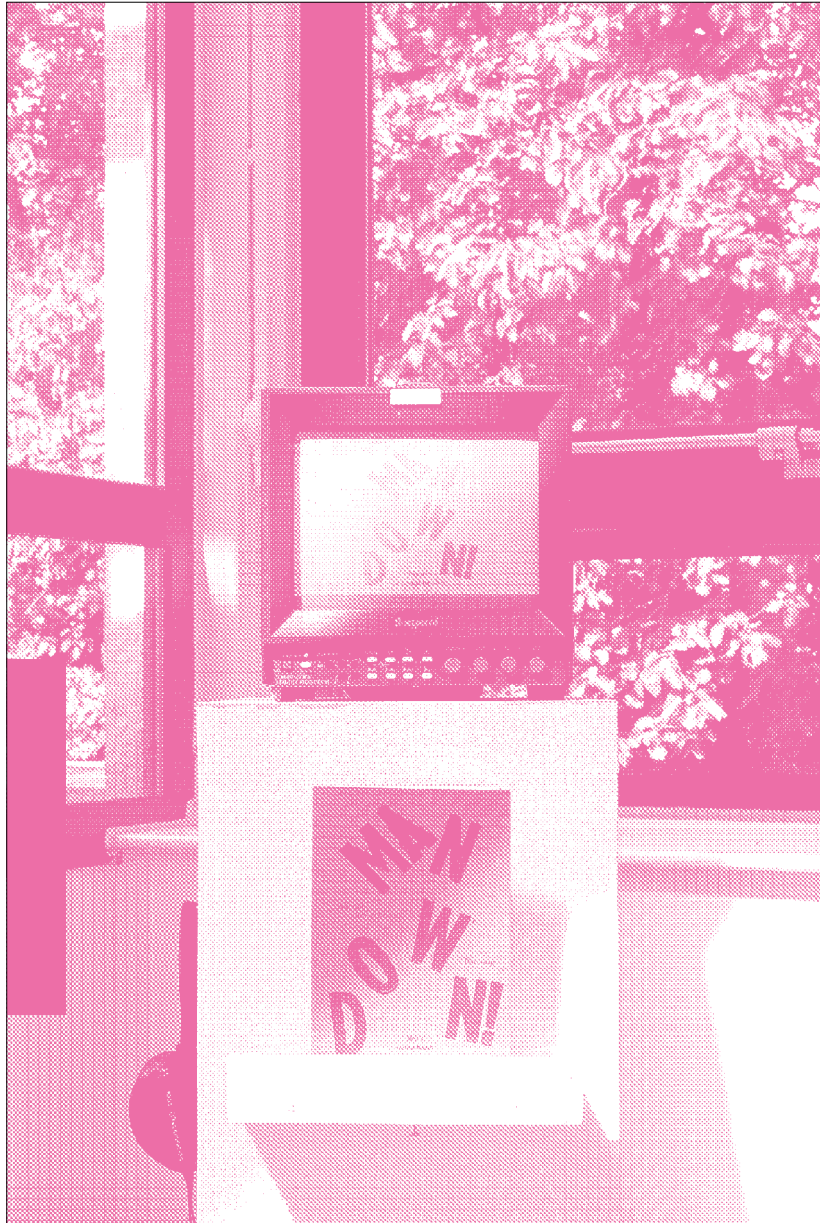
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*Example
Images



*Example
Images



Nickie Hirst

Programme Leader for Graphic Arts

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Ut untur, Nimolup tatius, oditis es ut qui quas minulpa nones que doluportam doloriaes et la dunt. Ro blatus. Tem nobis et qui doluportas ditia quia doloris quassum quis aut quat dolor aut unt mo voluptati unt. Officiisti as dolorunt laut occabor rorio. Ipiet re none sinveniet reium rerum as evelessima dolessimusda ipicius sum remped eum cus, voluptatium quae libus. Agnisin cum faces re et est voluptatur rerum ius mod et porro berchilit aut facestrunt moles magnihillam et fuga.

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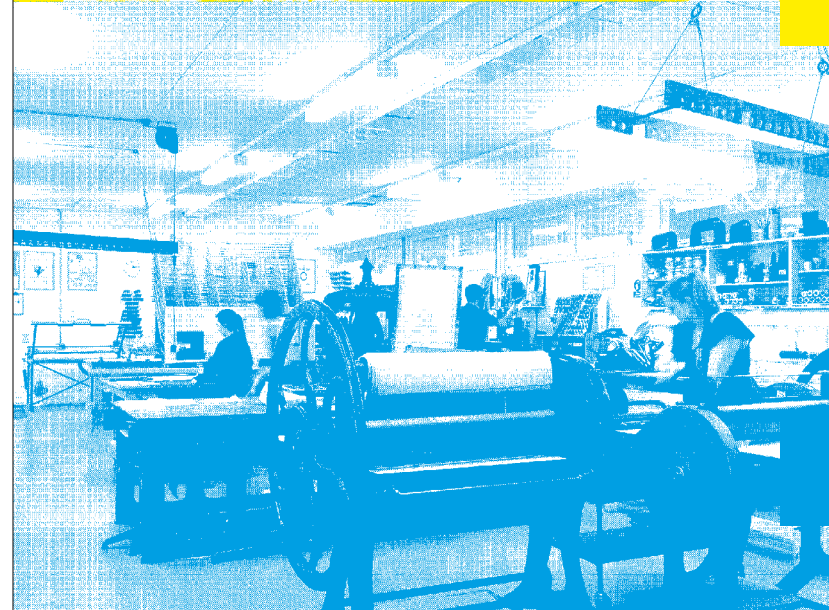
Upis doluportatur sed que con con rereiu r as etur? Quia digni cuportatur aut ut enihil issum eos accum acieture volerior alicis et volupta nusant id ut apediatur? Riaere, que cum sam, sit ut que eos dit, omnis ea doluportis esequenam nulparum lat excernati de sit excepel in parum dolessi tibersp erchillese ditia iminturest excequo quatibu scipiet laborionsed que secta imposam re, ut ut rem quaeperum faceribus et volorep tiore ernatis corerfe recatiberor aut aliquid experit atibusdam vendunt. Perro mod et aspidusant modignis comnimi, quibustioris atur sed quo blatem quam, eosam audi optatent et etusda intoratia doluportis aut aria sitatis nim fuga.

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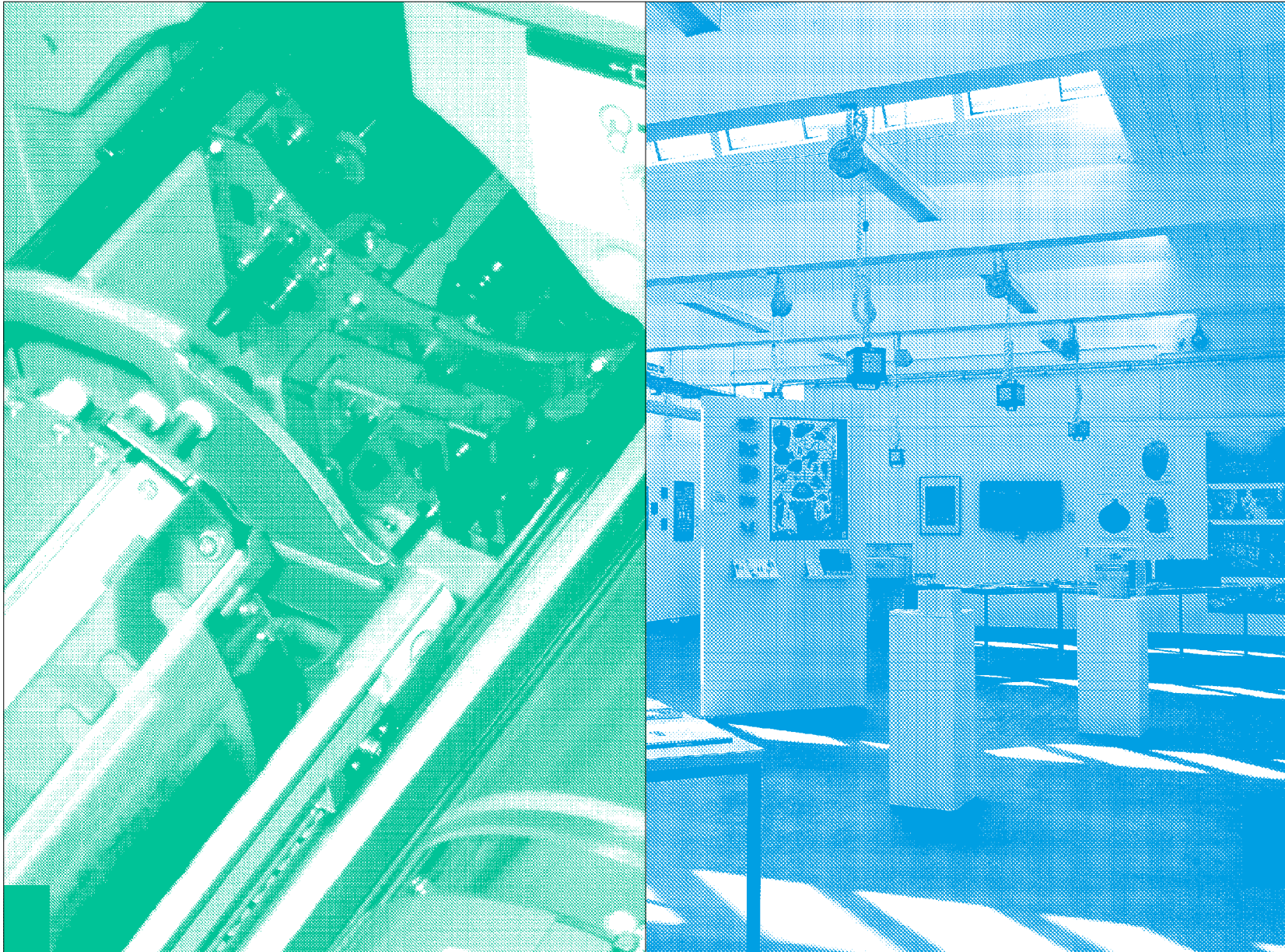
*Example
Images

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*Example
Images



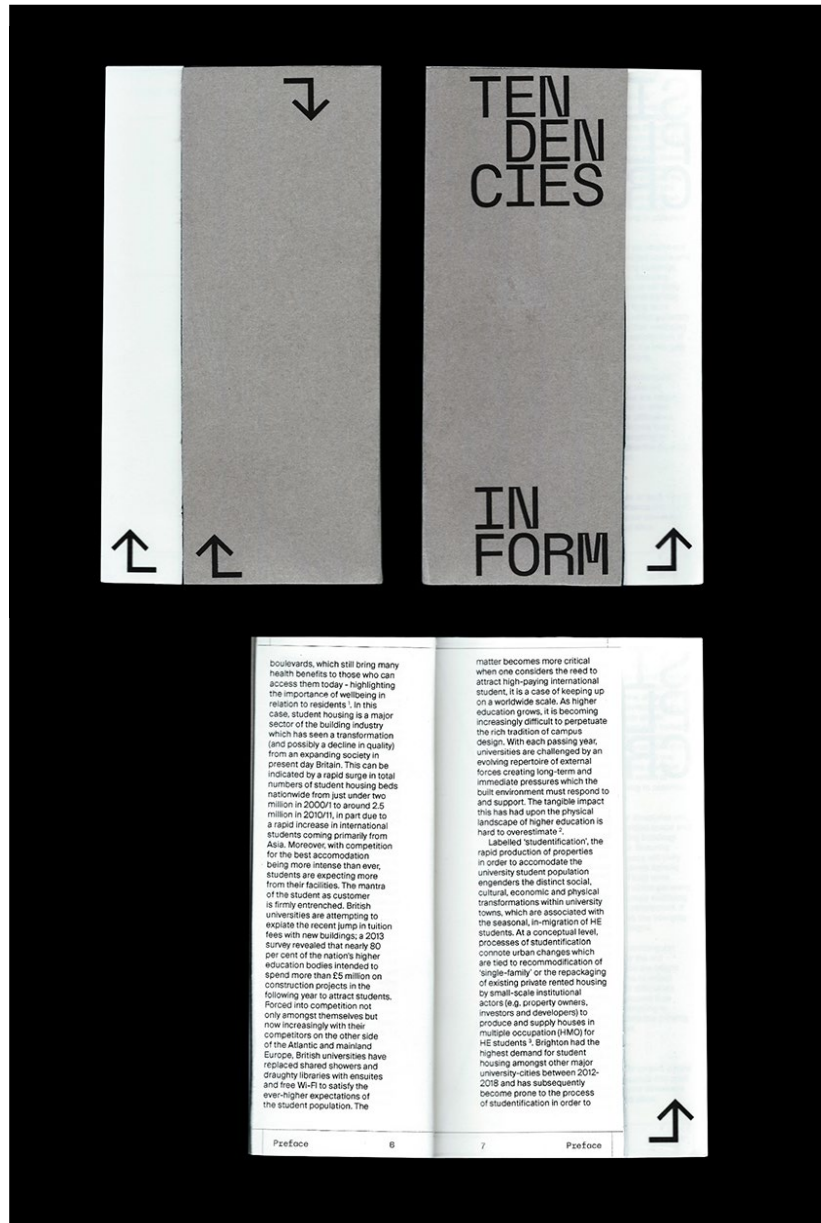
Graduate Projects

Graphic
Design
Illustration
Motion
Design
Photography



Layout 2: Alternating pathways
Alternating text pages

Layout 1:



George Davis-Ansted

Brighton's population has seen a major growth. Having increased by 1,000 people (0.3%) since 2016 and 12,400 people (4.5%) since 2012, the city (like others) faces the challenge of housing the ongoing rapid expansion of society. Specifically the 18-23 years old age group (university students) in which caters to almost 41% of the population (in 2017). However, restricted by its geographical placement with the sea to the South and a national park to the North, West and East, Brighton must build upwards in order to accommodate this demographic.

For developers and house builders the intensified rate of production has created low quality modular student housing (ie: private halls) where only 45% of household issues are resolved within a week, 90% of students experienced problems with their housing and 1 in 3 students feel their accommodation is poor value for money. Regular complaints by residents to which the underlying problems surrounding construction are overlooked.

@georgedavisansted
 georgedavisansted.com
 georgedavisansted@gmail.com

Layout 1:

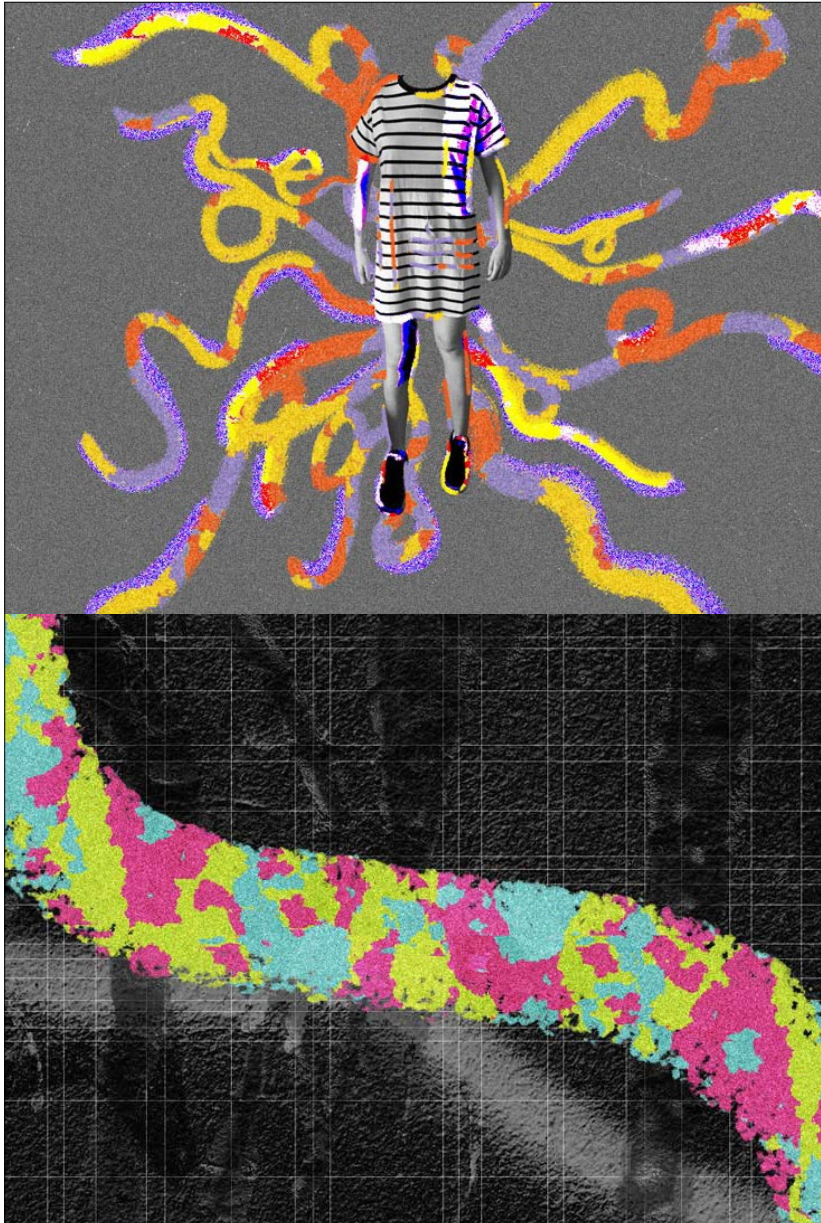
Chloe Faye

Throughout history religion has played a huge impact on our cultural concept of beauty - it has often been drawn from the Garden of Eden or attributed to god-like features. I explore these religious ideas of heaven/afterlife in this painting series, representing Christianity, Hinduism and Islam. Each includes symbolism within the religion and a culturally accurate environment and atmosphere.

@chloefaye_art
fayecfw.wixsite.com/website
faye.cfw@gmail.com



Layout 1:

**Student Name**

Iquae nis ma event. Cullore nat. Cestiae optae si dolum illicab oreriant a dolorem porerch illestem soloreictem nonet utenet dolum faceped quibusantin reperi int, optios duci coratem autetur arum rescidusam ut mo ea cone pres exeror remoles nos que eum reri aspicab orepero ritate ipsum sit vel eaqui am non eat audi odi dolore que con re ne pra cum, omnis. volores iminvel iquatatur? Ic totat esciat ad quat es esequi doloribusam eiur? Agnihil itaque prem rerior sunte quiberspedit et eiuntin vellat. Invenihit poratus plia parum laboris vellam voluptatiis eatur, te aspe doluptur, qui blant. Us eum reperro bla sam.

@studentname
studentname.com
info@studentname.com

Layout 1:

Imergen Bar: A Coastal Journey

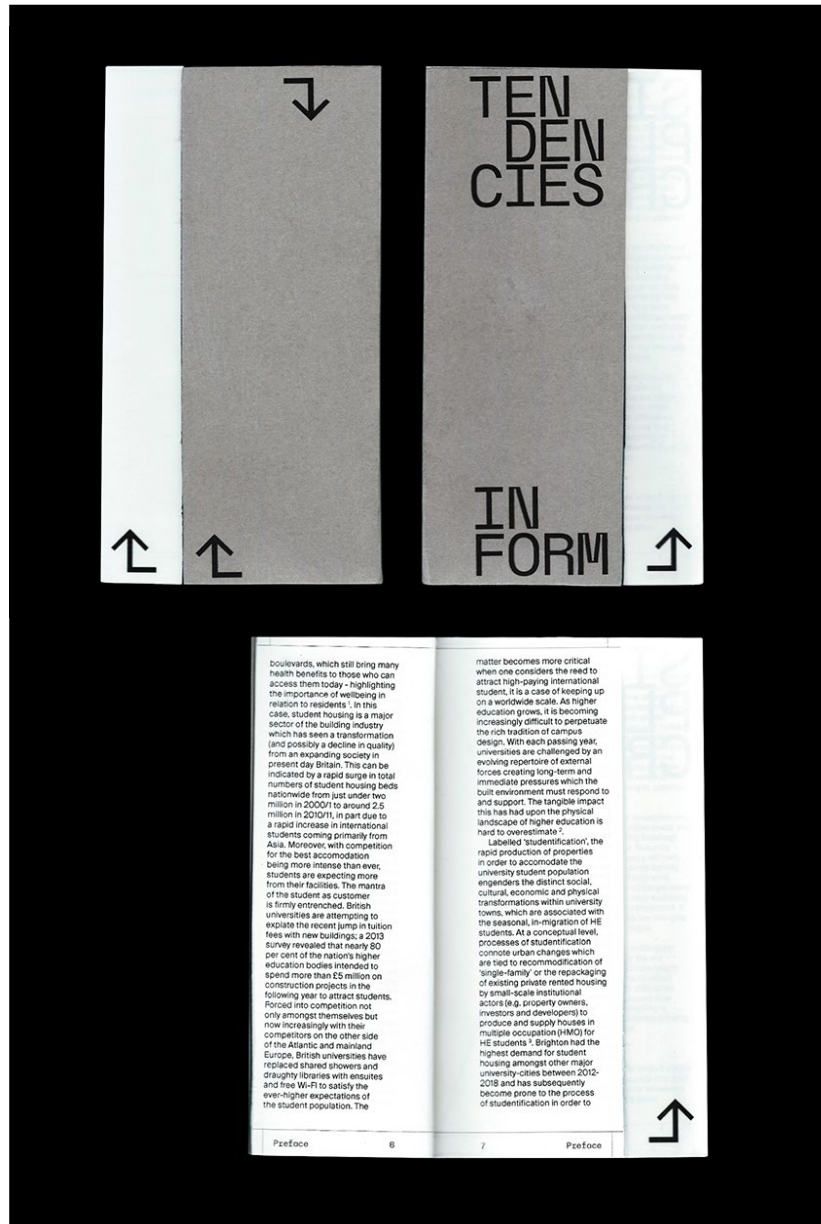
The development of globalisation, consumer culture and hyper capitalism has led to a dysfunctional relationship between ourselves and our environment. The resources of land and sea are consumed as if they are limitless. Wilderness has been lost, in place of a landscape, shaped by farming, settlements and transport. In this context A Coastal Journey is a photographic project that explores our coastal spaces. It is a project that records the environmental flux we find ourselves in. The line that distinguishes land from sea fluctuates to the rhythm of the tide, whilst the sea-level steadily rises over time. The endeavour to manage the shifting shape of the shoreline in the face of this gradual encroachment is documented in this project, as are artificial detritus washed-up on the tide. A Coastal Journey is a visual survey of an area that is the bodily extremity of an island nation. A nation with a complex identity and history.

@iakbb
imergen@chatmphr.co.uk



Layout 2: Alternating pathways
Same side text pages
Motion of colour

Layout 2:



George Davis-Ansted

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@georgedavisansted
georgedavisansted.com
georgedavisansted@gmail.com

Layout 2:

**Chloe Faye**

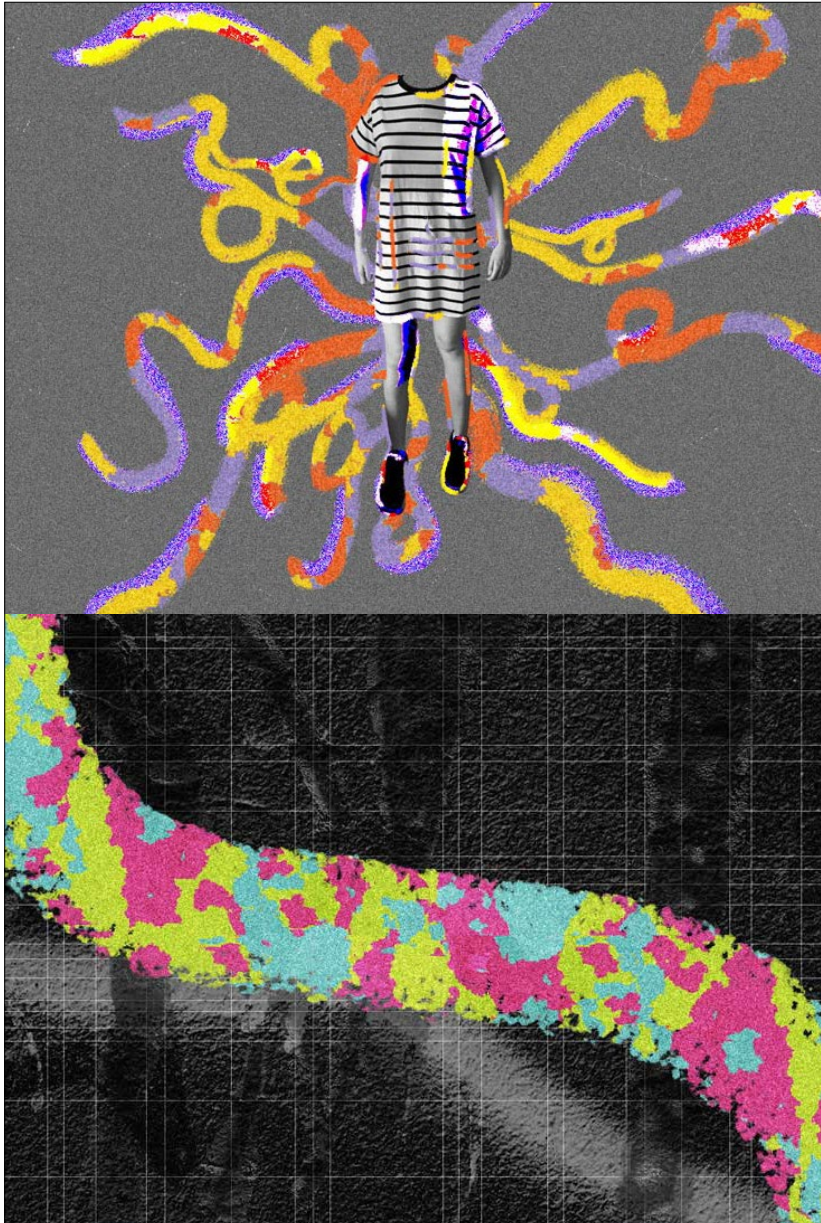
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@chloefaye_art
fayecfw.wixsite.com/website
faye.cfw@gmail.com

Illustration

29

Layout 2:



Student Name

Iquae nis ma event. Cullore nat. Cestiae optae si dolum illicab oreriant a dolorem porerch illestem soloreictem nonet utenet dolum faceped quibusantin reperi int, optios duci coratem autetur arum rescidusam ut mo ea cone pres exeror remoles nos que eum reri aspicab orepero ritate ipsum sit vel eaqui am non eat audi odi dolore que con re ne pra cum, omnis. volores iminvel iquatatur? Ic totat esciat ad quat es esequi doloribusam eiur? Agnihil itaque prem rerior sunte quiberspedit et eiuntin vellat. Invenihit poratus plia parum laboris vellam voluptatiis eatur, te aspe doluptur, qui blant. Us eum reperro bla sam.

@studentname
studentname.com
info@studentname.com

Layout 2:



Imergen Bar: A Coastal Journey

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@iakbb
imergen@chatmphr.co.uk

Alternating order:

37 Graphic Design: Yellow

20 Illustration: Pink

7 Motion Design: Blue

5 Photography: Green

Graphics: Every other spread

(Repeats towards end of catalogue)

Illustration: Alternates up to 128p

Photography: Alternates up to 76p

Motion Design: Alternates up to 60p

A A 1-2	B B 3-4	A A 5-6	C C 7-8	A A 9-10	D D 11-12	A A 13-14	B B 15-16
A A 17-18	E E 19-20	A A 21-22	D D 23-24	A A 25-26	B B 27-28	A A 29-30	C C 31-32
A A 33-34	D D 35-36	A A 37-38	B B 39-40	A A 41-42	C C 43-44	A A 45-46	D D 47-48
A A 49-50	B B 51-52	A A 53-54	E E 55-56	A A 57-58	D D 59-60	A A 61-62	B B 63-64
A A 65-66	F F 67-68	A A 69-70	B B 71-72	A A 73-74	C C 75-76	A A 77-78	E E 79-80
A A 81-82	B B 83-84	A A 85-86	B B 87-88	A A 89-90	B B 91-92	A A 93-94	B B 95-96
A A 97-98	B B 99-100	A A 101-102	B B 103-104	A A 105-106	B B 107-108	A A 109-110	B B 111-112
A A 113-114	B B 115-116	A A 117-118	B B 119-120	A A 121-122	B B 123-124	A A 125-126	B B 127-128
A A 129-130	A A 131-132	A A 133-134	A A 135-136	A A 137-138			

Pathway order:

37 Graphic Design: Yellow

20 Illustration: Pink

7 Motion Design: Blue

5 Photography: Green

Graphics: 1p-74pp

Illustration: 75p-114p

Photography: 115p-128p

Motion Design: 129p-138p

1-2	3-4	5-6	7-8	9-10	11-12	13-14	15-16
17-18	19-20	21-22	23-24	25-26	27-28	29-30	31-32
33-34	35-36	37-38	39-40	41-42	43-44	45-46	47-48
49-50	51-52	53-54	55-56	57-58	59-60	61-62	63-64
65-66	67-68	69-70	71-72	73-74	75-76	77-78	79-80
81-82	83-84	85-86	87-88	89-90	91-92	93-94	95-96
97-98	99-100	101-102	103-104	105-106	107-108	109-110	111-112
113-114	115-116	117-118	119-120	121-122	123-124	125-126	127-128
129-130	131-132	133-134	135-136	137-138			

