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# A LEVEL GRAPHICS BRIDGING WORK

Summer Bridging work

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# SUMMER BRIDGING WORK - FRIENDSHIP

Your bridging work is built around the powerful and inspiring theme of **Friendship**, a concept full of emotion, meaning, and endless creative possibilities. But this isn't just any project... it's a **live brief**. Your final work won't just stay in the classroom, you'll have the chance to **enter a prestigious competition run by the Rotary Club**. This competition progresses through **local heats**, then on to **regional rounds**, and ultimately to the **national stage**

What you will gain from this work...

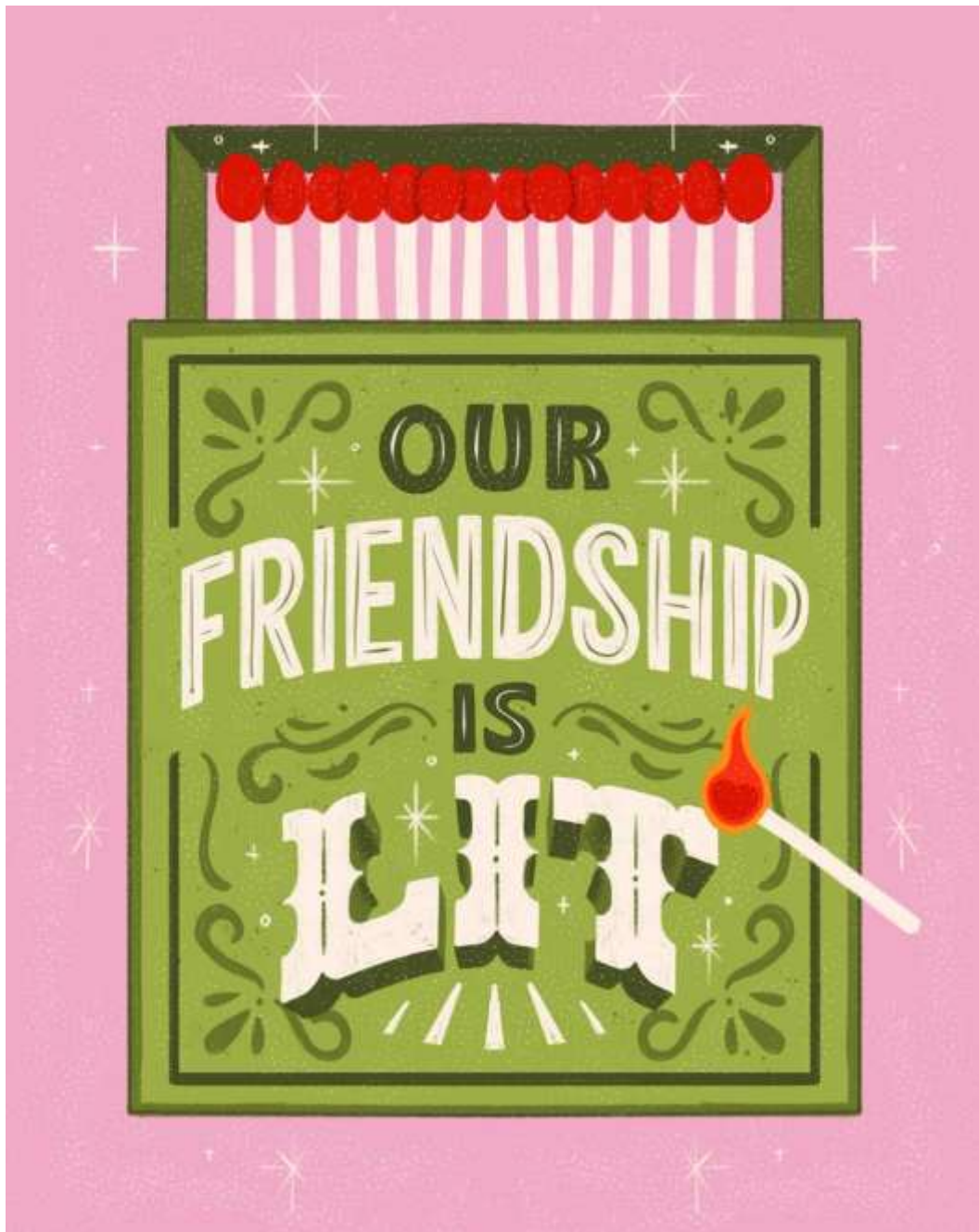
- You will be showcasing your work on a **national platform**
- competing for **prizes and recognition**.
- Build a standout portfolio piece
- Gain real-world experience working on a **live brief**

This is your opportunity to **challenge yourself**, develop your skills, and create something you can truly be proud of. High-quality, thoughtful work will not only give you the best chance of success in the competition, it will also ensure you're **fully prepared and confident** as you begin your A Level studies.

**Produce work that is imaginative, personal, and polished** something that captures the essence of friendship in a compelling and original way. This is more than just summer work, it's your first step towards thinking and creating like an **A Level student**. **Make it count!**



**YOU  
& ME** A.B.



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# FRIENDSHIP

**Friendship** is a close and meaningful relationship between people built on **trust, support, care, and**

**shared experiences.** It involves mutual respect, honesty, and a sense of connection where individuals feel understood and valued. Friendship can be joyful, comforting, challenging, and deeply personal, it often grows over time and can take many different forms.

Think about your **own experiences of friendship**, the memories, emotions, and connections that feel real to you. The most engaging work often comes from something **personal and authentic**, even if it's expressed in a creative or abstract way.

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# FRIENDSHIP

- Trust
  - Loyalty
  - Support
  - Kindness
  - Compassion
  - Connection
  - Understanding
  - Care
  - Respect
  - Honesty
  - Fun
  - Laughter
  - Happiness
  - Sharing
  - Bond
  - Togetherness
  - Comfort
  - Empathy
  - Encouragement
  - Unity
  - Companionship
  - Acceptance
  - Memories
  - Adventure
  - Listening
  - Help
  - Strength
  - Belonging
  - Dependability
  - Forgiveness
  - Patience
  - Warmth
  - Confidence
  - Closeness
  - Trustworthiness
  - Support system
  - Generosity
  - Respectfulness
  - Harmony
  - Openness
  - Positivity
  - Fun-loving
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# GRAPHIC DESIGN

**Graphic design** is the art and practice of **communicating ideas visually**. Instead of using only words, graphic designers use **images, colour, typography (fonts), shapes, and layout** to share messages with an audience.

Graphic design is about **making information look clear, engaging, and meaningful**.

We see graphic design everywhere, for example:

- Posters and advertisements
- Logos and branding (like Nike or Apple)
- Websites and apps
- Packaging (food boxes, bottles, etc.)
- Social media posts

Good design helps people:

- Understand information quickly
  - Feel a certain emotion
  - Remember a message or brand
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# GRAPHIC DESIGN

You need to study and use these building blocks:

- **Colour**  
Colours can create mood and meaning (e.g., red = energy, blue = calm).
- **Typography**  
The style of text affects readability and tone (fun, serious, modern, etc.).
- **Images & Graphics**  
Photos, illustrations, and icons help tell a story visually.
- **Layout (Composition)**  
How everything is arranged on a page or screen.
- **Space (White Space)**  
Empty areas help designs feel clear and not overcrowded.

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# BRIEF

In this project, you will design and develop a piece of graphic design inspired by the theme of **friendship**. Your goal is to visually communicate what friendship means, feels like, or looks like using the elements of design.

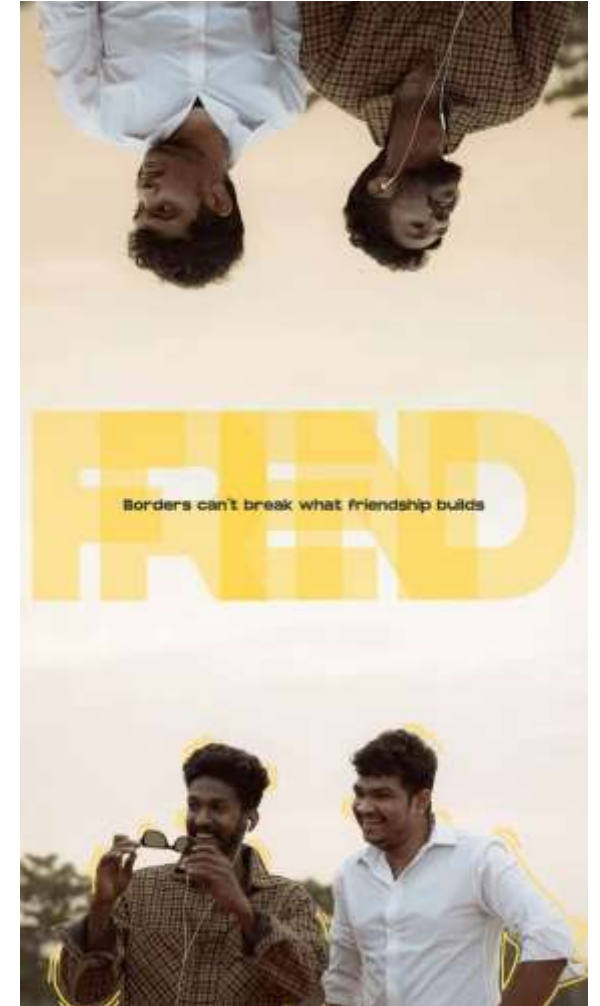
This is your chance to explore creativity while learning how designers turn ideas and emotions into visuals.

## Your design must:

- Communicate a clear message about friendship
- Uses visual elements effectively (colour, typography, imagery, layout)
- Connect with an audience emotionally or visually

## Target Audience

- Children
- Teenagers
- Young adults
- A general audience





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# BRIEF

Your final design could be:

- A poster
- A social media post
- A greeting card
- A digital illustration
- A small campaign idea (e.g. 2–3 related images)
- A GIF
- A Motion Graphic
- A leaflet
- A Website
- A book Cover illustration
- An advertising campaign for a product or brand

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# BRIEF

1. Research what friendship means to you, create a brainstorm of ideas.
  2. Create a mood board to get your ideas down on paper.
  3. Research existing imagery and designers of your choice.
  4. Take a series of photos that illustrate friendship (min x 20)
  5. Edit your photos to make them appropriate for graphic design outcomes.
  6. Create rough sketches, compositions, concept ideas.
  7. Explore and experiment with, colour, shape, typography and layout
  8. Create composition plans for your final piece consider composition and all other visual elements.
  9. Produce a final piece based on friendship, this could be a a poster, website, motion graphic, Instagram post, advertising campaign. Remember your design must: Communicate a clear message about friendship, Use visual elements effectively (colour, typography, imagery, layout), Connect with an audience emotionally or visually
  10. Write a paragraph to accompany your final piece and give your work a title.
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# TYPOGRAPHY



FRIENDS FOREVER

AMIGOS

YOU CAN BE IN MY GIRL GANG  
by Bunte



# IMAGE AND TEXT



**BEST BUDDIES.®**



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**ILLUSTRATION AND TEXT**

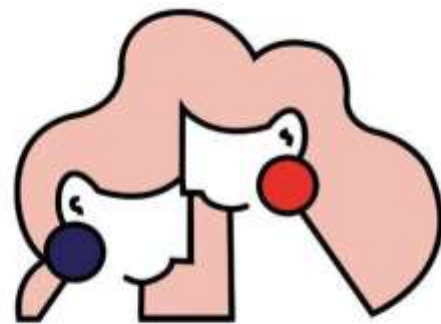


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# ILLUSTRATION

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# ICONS/LOGOS



sisters



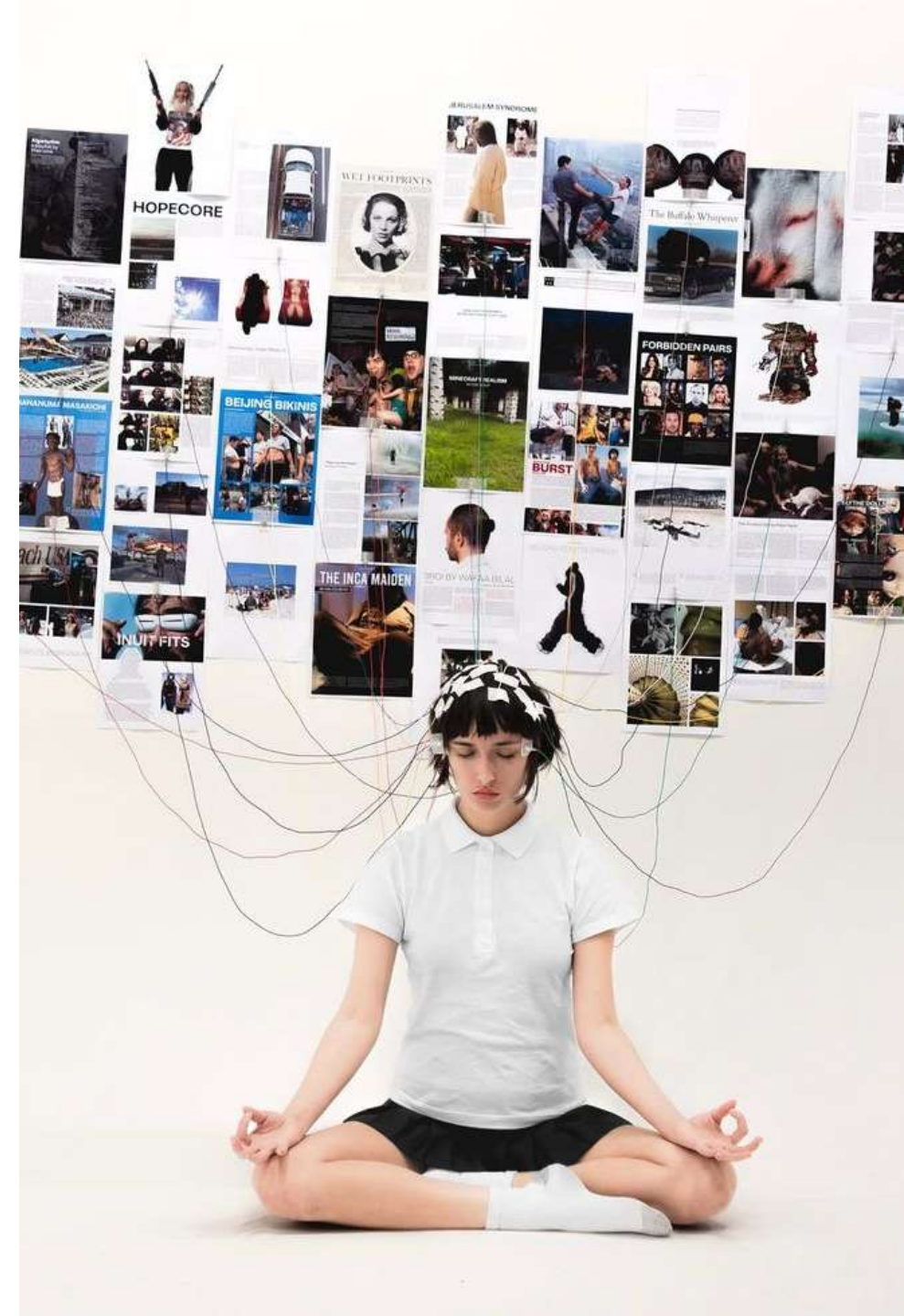
## Friendship icons



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# BRAINSTORM

- Start with the theme Think about what *friendship* means to you. Write down words or phrases like trust, fun, support, laughter, memories, or teamwork.
- Put “Friendship” in the middle of a page and draw lines out to related ideas. For example: Hanging out, Helping each other, Inside jokes, then add even more ideas branching off each one.
- Think of real-life situations Ask yourself: when do I see friendship in action? Examples: Friends laughing together, Someone comforting a friend, Group activities like sports or studying.
- Explore different styles. Consider how you could show friendship in different ways: Close-up portraits (emotions), Action shots (fun or energy), Candid pictures (natural moments), Symbolic photos (e.g. two hands reaching out)
- Use “what if” questions Push your thinking further: What if I showed friendship without faces?, What if I photographed before and after a moment?, What if I used shadows or reflections?
- Write everything down, even if it seems strange. The goal is to have *lots* of ideas first—you can choose the best ones later



# MOODBOARD

- A visual mood board is a collection of images, colours, textures, and sometimes text that are put together to show the overall “feeling” or style of a project. It helps you plan and communicate your ideas by giving a clear visual direction—for example, the mood, tone, and theme you want your photography to have. Mood boards can include photos you’ve taken, pictures from magazines or online, colour palettes, and objects that inspire you, all arranged in a way that represents your creative vision.

