

UAL DIPLOMA IN GENERAL ART & DESIGN Level 3

A massive welcome to The School of Art & Design. You have chosen to study General Art and Design (GAD) which is a terrific two years of art and design education.

The course teaches fast paced projects which introduce you to the different specialisms within art and design. On the course we teach all aspects of art (including painting, printmaking, sculpture, mixed media art, 3D art, conceptual art, drawing, illustration, animations, digital art and typography to name but a few). We teach a vast range of digital skills using the programmes Photoshop and Illustrator. The skills learnt on the course are very relevant to the skills needed to work in the Creative Industries.

The most attractive part of the Art & Design School is finding yourself among people like you who are driven to be creative all the time. It's a vibrant, energetic world you'll be joining where you will have the freedom to develop your technical and creative skills inspired and encouraged by others.

WELCOME TO OUR GAD TRIBE!



Preparing to start your course

- A3 (portrait) hardback sketchbook
- General art materials - Assorted pencils, pens, different size paint brushes, rubber, Pritt Stick, scissors, craftknife, fine liners, sharpie pens, white posca or gel pen, posca pens
- Memory stick – 4GB
- A2 Black portfolio – with clips for sleeves on inside spine
- 5 x A2 sleeves for portfolio

Summer Work Task THEME

The theme for your summer work is “Distorted Self” and you have complete creative freedom to interpret this in any way you like. I am interested in seeing your skills, idea generation and the amount of effort that you put into this summer task. Please note that this work will feed directly into your first project on the course. Here are some startingpoints linked to the theme to get you thinking:

- Identity – what makes you, you?
- Song lyrics that connect with you
- Your summer break
- Portraits
- Family
- Your favourite place
- Issues/beliefs that you are passionate about

TASK 1

Create a minimum of 3 zines on your interpretation of the above theme using any materials and processes of your ownchoosing (e.g. drawing, collage, mixed media, digital, illustration, photography, image making, painting).



[How to make a zine from a single sheet of paper \(youtube.com\)](https://www.youtube.com/watch?v=...)

INSTRUCTIONS ON HOW TO MAKE A ZINE USING AN A3 PIECE OF PAPER:

Please follow the below link to learn how to make a zine from an A3 piece of paper:



Inspiration to help you with the summer homework: [Summer work presentation](#)

TASK 2

Set up an art Instagram account. We use Instagram a lot to show and promote work, so it's essential that you set up an art account. It's easy and takes a minute or two to do. You may already have an art account for your artwork. So, either set one up or use an existing one. But it *must* be an **art-only** account, not your personal one. Please follow the GAD Instagram account - [@lch_gad](#) and tag us whenever you post artwork. You need to put your full name and 'General Art & Design Student' in the bio description, so we know who you are.

The art department also has a whole School Instagram site which showcases the large variety of work produced across all courses - [@leonardcreativehouse](#) please give this page a follow too so that you can see what is happening in the department.

TASK 3

Photograph each stage of the “making process” of your zines on your phone – these will be presented in your digital sketchbook when you start the course.

TASK 4

Photograph and upload 10 images of your summer work to your art Instagram account and tag @lch_gad, so I and the GAD staff team can see the work! Add in a short description of what you did and why in the write-ups.

Deadline Date: Wednesday 28th August 2024	How do students submit their completed work: <i>Bring in on the first induction day – Wednesday 28th August 2024</i>
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Useful Websites

Inspiration to help you with the summer work: [Summer work presentation](#)

Previous years' exhibitions online:

The WSC VEXED end-of-year show 2021:

[veXed 21 - General Art and Design Year 1 \(google.com\)](#)

[veXed 21 - General Art and Design Year 2 \(google.com\)](#)

The online brochure for our WSC Apex Creative talks 20+ international artists and creatives gave lectures to our students during 2019-2020:

<https://www.yumpu.com/en/document/read/63524982/lch-talks-creative-journeys>

The Core 77 creative initiative that showcased 66 of WSC art students' work:

<https://www.core77.com/student->

[showcase/2020/west-suffolk-college/vexed](https://www.core77.com/student-showcase/2020/west-suffolk-college/vexed)

Staff Contact

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