

Fragrant Self Checklist

Deadline: 8.50 am Tuesday 2nd November

Note: ALL WORK must be presented to finished standard

Fragrant Self Sketchbook, which includes:

- Brief
- 'Johari' window/self analysis (HW)
- Identity Nine Square (Note: This is one square made up of nine - not any other format!) (HW)

Typography

- Illustrated history of typography
- (4 x) 8cm x 8cm Self-Expression typography task (HW)
- (1 x) 15cm x 15cm name typography task (HW)
- Mindmap to identify possible names
- 3 typography designs relevant to own identity (HW)

Colour Theory

- Colour theory (HW)
- Experimentation of colour in logo/identity work

Logos and Branding

- Logo Timeline
- Illustrated History of Packaging (HW)
- Packaging Analysis
- Comparative Packaging Analysis

Making a Personal Response

- Initial Ideas
- Annotated Mark-making
- Concept One (**including Target Audience, Photography, Drawing, Logo Development, Typography, Colour, Form, Layout, material experimentation & print finishes, Final idea**)
- Concept Two (**as for Concept One**)
- Final Development
- Photo of Final Piece
- Evaluation

Final Piece

Alphabet Book, saved as PDF or publisher document with screen prints for presentation

- 13/26 Letters: (mark off letters when complete)

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

International Mindedness:

- 1 x Book Analysis with illustrations (PDF) [emailed to lisa.packer@dgsc.org.uk](mailto:lisa.packer@dgsc.org.uk)
- 3 x Development of International Links/**Contacts** [emailed to lisa.packer@dgsc.org.uk](mailto:lisa.packer@dgsc.org.uk)