



WILBERFORCE
sixth form college

SUMMER BRIDGING WORK 2026

Summer Bridging Work is an important part of your transition to Wilberforce Sixth Form College. This piece of work will count towards your effort grade. Please complete your summer bridging work in time for the start of term.

You are required to bring evidence in paper format/electronically and hand this into your subject teacher during your first lesson.

A Level Graphic Communication

OVERVIEW OF SUBJECT

Your A Level in Graphic Communication is a multi-disciplinary course that offers a strong introduction to creative industry practice and is recognised by both employers and Higher Education. You will explore a range of skills and techniques, including traditional and digital methods, drawing, painting, typography, illustration, concept art, photography, animation, marketing, and advertising design. Through creative projects and client briefs, you will produce work such as book and poster graphics, packaging, promotional materials, and event publicity. You will also have your own Adobe Creative Suite account, with full access in college and at home.

ENTRY CRITERIA

You must have a minimum of five GCSEs at grades 9-4, including a grade 4 or higher in English Language. It is preferable that you have a Level 2 qualification in an art-based subject (e.g., a Merit at BTEC or a grade 4 at GCSE).



INVESTIGATION TASK

Graphic design is all around us from packaging and posters to logos, websites, social media, and advertisements. During the summer, your task is to observe the world around you and collect examples of both successful and unsuccessful graphic design.

You must collect:

- **5 examples of good graphic design**
- **5 examples of bad graphic design**

These can be found in everyday life around Hull, online, in shops, on packaging, signs, leaflets, websites, apps, or social media. You may photograph, screenshot, print, or save your examples.

For each example, **write a short analysis** explaining why you think it is either effective or ineffective (*about 400 words all together*).

Consider the following in your analysis:

- Typography
- Colour
- Layout/composition
- Images used (And quality of these images e.g. pixelation)
- Whether the intended audience has been targeted effectively
- Overall purpose of the design

Try to explain how the design choices influence the way the audience understands or responds to the work. Write about your own initial opinion on the design too and what first grabbed your attention.

PRACTICAL TASK

Choose 3 of the bad examples you collected and redesign them to improve their visual communication.

You should:

- Sketch initial ideas for the new design
- Create the new design by hand using pen/pencil/colouring pencils etc. OR by using free online software like Canva or Affinity. **Or you could try both!**

When redesigning, think about the following:

- Typography – What font or style would better suit the design?
- Colour – What colour palette would improve the communication and why?
- Layout/composition – Is the original too cluttered or too simplistic?
- Imagery – What images or symbols would improve the design?
- Audience appeal – How could you make the design more eye-catching and engaging?

Alongside your redesigned outcomes, write a short explanation evaluating your changes. Explain the reasoning behind your decisions, why the design has improved, and what it now communicates to its intended audience. This is excellent preparation for the course, as evaluation and reflection are an important part of developing and refining your own work throughout the year.

PROGRESSION OPPORTUNITIES

Graphic communication opens the door to many fascinating and rewarding specialisms and careers in industry, commerce and the media. Possible opportunities include the following: Graphic Designer, Advertising, Animator, Designer for film and television, Exhibition designer, Illustrator, Interior and spatial design, Marketing, Publishing, Scientific or medical illustrator, Studio manager, Teacher, Typographer, Game, web or app designer etc.

CAREERS RESEARCH

Explore the above careers, choose one that most appeals to you and write a 200-word reflection as to why you feel this career would be a suitable progression.

Kind regards,

Catherine Johnson
Faculty Head for Art

If you have any queries regarding your Summer Bridging Work, please contact me via email cej@wilberforce.ac.uk I will aim to respond before your enrolment appointment.