

Graphic Communication Design

Weekly action plan

Week beginning: 25th February

Outline your aim for the week:

Decipher what core themes I want to explore throughout Unit 7 looking back at research gathered during commune.
Create a visual PPP.

	AM	PM
Monday	<p>Think about main topics I want to explore for unit 7:</p> <p>What message do I want to send across? Who is my audience?</p>	<p>Research more about each main topic and gather visual images</p> <p>Veganism- lifestyle or trend? Effects of certain diets?</p>
Tuesday	<p>Think about poster designs – exploring three main topics.</p> <p>How do modern diets affect our health? Food packaging – affect us and the environment? Emotional connections to food?</p>	<p>Create posters based on primary research and initial ideas for unit 7.</p> <p>Research more in depth of all 3 initial ideas and choose the one that works best.</p>
Wednesday	<p>Expand on one poster. How can I take this further? Research – Idea 1.</p> <p>Dieting affects our teeth? – ask dentist</p>	<p>Continue research with documentation: Photography, animation, illustrations.</p> <p>Find teeth of other animals? How does it all differ?</p>

	Weight loss and gain? Maybe look at eating disorders?	
Thursday	<p>Continue research from yesterday.</p> <p>Create a visual PPP – explore all topics to do with food over a publication spread (24 pages??)</p>	Use research to generate outcome: Publication that highlights what I want to look at during this project
Friday	<p>Use today to gather some more images – think about subtopics</p> <p>Consider all the issues surrounding the food industry?</p>	<p>Photograph potato for front cover</p> <p>Make it look important? Add a bit of humor and make it less serious??</p>
Weekend	<p>Generate publication on Adobe InDesign.</p> <p>Keep a red and black colour scheme.</p> <ul style="list-style-type: none"> - Clean and simple - Red = blood? Importance? Warning? - Black = simple/universal 	<p>Finalise publication.</p> <p>Print publication in Queensway.</p>