WHAT IS THIS COURSE?
Students will learn the historical and contemporary contributions that London has provided to the field of graphic design. Students will visit museums, design firms, and receive lectures from some of London’s greatest designers in order to broaden their perspective on the design world. Each student will create a design campaign that will be portfolio and exhibition worthy by the end of this course. This course is part of the British Studies Program.

THE WHO’S WHO OF LONDON GD:
London has the largest concentration of design and advertising firms in the world. Proposed design firms to tour include: Barnbrook Studios, Empire Design, and Baseline Magazine. These award winning design firms are home to famous graphic designers that have a major influence on the industry.

From a historic type tour of the city to exploring the William Morris Museum, students will also dive into London’s rich graphic design history!

DESIGN PROJECT:
Getting excited yet? Not only do students get to tour amazing design studios and historic sites, you will also be creating a design campaign! This project emphasizes problem solving skills and the art of selecting appropriate images, typography, and symbols for communication. The design project for the 2014 GD LONDON class is to create a campaign for tourism in London!