

Welcome to Digital Media at Brunel

Discover
Brunel

Congratulations on securing your place at Brunel

We're looking forward to meeting you - either in person or online - and introducing you to life at Brunel.

To help us get started, we've put together a short activity and some further information to help you prepare for your course - including a snapshot of the topics you'll cover and useful resources.

If you have any questions please email cedps-tpo-ecadmin@brunel.ac.uk.

Pre-arrival activity

We'd like you to complete a short activity before you join us. We can discuss your answers in one of your first personal tutor sessions. Your work will not be officially assessed however it will allow your tutor to get to know you better.

Please reflect on the different ways in which graphic design can have a positive or negative influence on individuals and society.

Read two or more of the articles below to find specific ideas and examples to help your argument:

- [“Do your customers believe you?”](#) *Design Council*
- [“Can Graphic Design Save Your Life? explores “widespread and subliminal” impact of design on health”](#) *It's Nice That*
- [What is Experiential Graphic Design?](#) *SEGD*
- [“How graphic design can use priming to influence behaviour”](#) *BoomCreate*
- [“From Trump to Brexit: how bad graphics triumphed over slick design”](#) *The Guardian*
- [“The influence of graphic design on politics, protest and power”](#) *Wallpaper**

You will explore the various aspects of digital graphic design on your course, starting in the first term. As you progress in your studies, you will appreciate the importance of digital graphic design to many areas of digital media and the creative industries.

Sample coursework questions

1. For governments around the world, creative digital design has played an important role in their COVID-19 strategies, e.g. logos, marketing campaigns, informational posters or motion graphics, short films, social media visuals, website designs, and so on.

After reading the relevant articles in the reading list below, choose one design artefact from the UK government's COVID-19 campaign (such as a poster, a logo or a motion graphics piece), and analyse it for strengths and weaknesses. Then, consider how you could improve it and, using any software available to you, create an improved version of the artefact.

2. [ScreenSkills](#) is the industry-led skills body for the screen industries in the UK. Both of our courses at Brunel are fully accredited and industry recognised by ScreenSkills and are the only ScreenSkills-accredited degree programmes in London and the South East.

An essential part of getting you ready for work in the creative industries is building your creative portfolio, and an essential part of that portfolio is how you market and brand yourself. You will start building your portfolio during your first term at Brunel.

Take a look at the ScreenSkills guidance from the link given in the reading list, and then create an online portfolio that promotes you. Include a short video that introduces you – be creative! This could be you talking to camera, or an animated version of yourself, or something else! Some free portfolio hosting platforms and other software are given in the link, but use any software that you have available.

3. Storyboarding is a very useful technique and a valued skill that is required throughout the digital creative industries, not just in the film industry. For example, storyboards can be used to help with the design of user interfaces, mobile apps, VFX sequences, motion graphics sequences, and digital games. Several digital games have featured pandemics (see reading list).

Watch the introduction to storyboarding given in the reading list and then create the storyboard to design at least one level of a game that revolves around the idea of “track and trace”. A link to free storyboarding software is given in the reading list, but use any software available to you. Consider converting your storyboard to an animatic (an animated storyboard).

Reading list

- [Rowan Moore \(2020\) The UK government's coronavirus strategy: shoddy by design?, The Guardian, 14 June](#)
- [Molly Long \(2020\) UN turns to graphic designers to spread information on coronavirus, Design Week, 3 April](#)
- [Henry Wong \(2020\) "Government needs to make people care": designers on coronavirus communications, Design Week, 25 March](#)
- [Kate Ivey-Williams, Mia Allers, Sam Dub \(2020\) Designing the GOV.UK coronavirus page, Design in Government, 8 June](#)
- [Wendy Lee \(2020\) How a Hollywood VFX business built a tool to fight COVID-19, Los Angeles Times, 3 June](#)
- [ScreenSkills, How to build a portfolio](#)
- [RocketJump Film School \(2016\) Introduction to Storyboarding, YouTube, 24 March](#)
- [Storyboarder \(free storyboarding software\)](#)
- [Lewis Gordon \(2020\) How viral video games model pandemics, Frieze, 13 May](#)

We look forward to meeting you in Welcome Week (Monday 21 – Friday 25 September).

Digital Media Team



Find out more about Welcome Week
brunel.ac.uk/welcome-week

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