

Real Cool Futures Graphic Design Lesson Chunk

Subject area links: Graphic Design

Age group: KS4

Timer: 15 minutes

Why do this:

This activity allows students to find out about different ways into careers linked to graphic design. It gives them an insight into how to take their interest in graphic design further. Matt Hocking explains how 80% of the environmental impact of a product happens at the design stage. By thinking about this, potential environmental impact can be reduced. Challenge students to think about how to make their designs environmentally friendly.

Activity:

Log on to the Real Cool Futures website and show on the whiteboard. Click on the Design & Inspiration category. Scroll down and find Matt Hocking [click to follow link], a graphic designer who runs Leap Media.

URL: <http://www.realcoolfutures.com/case-study.php/matt-hocking-graphic-designer>

- Students need to think about and feed back on what skills, qualifications or experience they need to be a graphic designer (e.g. creativity, university degree, relevant work placement).
- Scroll down the page to the questions below:
 - o What personal qualities do you think have got you where you are today?
 - o What are the essential skills for your job?
 - o What qualifications do you have? Are these typical for people in your role?
- Explain to students the skills that Matt thinks are needed, and that there are other ways to be a graphic designer.

