

Graphic Communication

Summer Project Assignment Brief

Module Code

Module Title

Pre-Arrival Project

Summer Assignment Project

Academic Year

Semester

2023/24

Pre-semester/term One

Project Leader email

dwrenne@cardiffmet.ac.uk

Assessment Details

'Me, Myself & I'

WRIT1

N/A

Context: Graphic Communication: So that we can get to know you a little better, and that your classmates can too, we would like each of you to complete this short summer project during your holidays. You will be asked to present your outcome to your fellow students and tutors.

Brief:

We would like each of you to prepare a short presentation (2-minutes, max.) telling us a little about yourself so that we will be able to get to know you a little better.

Please bring your presentation, which should be saved as a PDF file, with you on your first day to our university.

Each of your individual slides/images should answer the following questions:

1. **Who inspires you?** This could be a designer, illustrator, photographer, artist, typographer etc. and tell us why they inspire you!
2. **Tell us something interesting about yourself?** What are you passionate about? Have you travelled the world or do you love baking Battenberg cakes? We want to know more about you as an individual!
3. **Show us a slide of your favourite piece of work** that you've created so far and tell us why it is your favourite piece!
4. **Sell us one matchstick.** Give us a quick pitch including an image or two, on why we should buy your matchstick as opposed to others. Understanding the unique selling point of products is a huge part of branding. Why would anyone want to buy a single matchstick? Sell us the big idea.

Members of the Graphic Communication teaching team will present too — so that you get to know us better as well!

If you need any help or advice on how to complete this task, please send an email to our school administration team stating the name of the course you are about to join and the questions you want to ask to the following email address: csadadmin@cardiffmet.ac.uk

We are really looking forward to seeing your outcomes!

The Graphic Design Team, 2023.

Submission:

- **Bring the project with you for the start of Welcome Week on Monday 18th September**

Notes:

You can use this blank page to make your own notes:

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