

## CREATIVE BRAND COMMUNICATIONS FACULTY CREATIVE CHALLENGE

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Complete the following tasks below for your entrance portfolio. Consider a well -designed composition that shows your creative skills. Use colour, typography and effective layout with a cover design and copies of the practical and written tasks with your name and contact details [cell no. & email address] on the portfolio. Consider binding and paper to reflect a creative impression of your presentation skills.

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### PRACTICAL TASKS

- Select 3 of your best drawings from your personal portfolio which you have done either at school or in your own time. These can be mixed media, which can be scanned, colour copied or photographed. [A4 Landscape or Portrait format]
- Create a pencil drawing [1x A4] of your favourite object [this can be either man- made or organic], demonstrate drawing and observational skills. Pay attention to composition, form, lighting, texture, background contrast, perspective & proportion

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### WRITTEN TASKS

1. Use lateral thinking and write your own interpretation of the following symbols



a.



b.



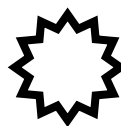
c.



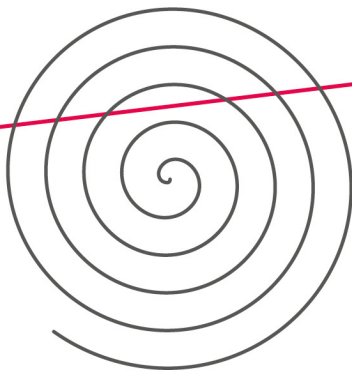
d.



e.



f.



2. List 5 of your favourite books [not set-works] and include the author's name
3. List 3 of your most inspirational movies or TV series of all time and write what inspires you about each movie [100 words maximum]
4. Find a logo of a Brand that you are a consumer of which you think communicates successfully. Discuss 2 positive and 2 negative features about the logo. Motivate your answer. You should express your personal insights clearly. Please include the logo with your written analysis. Use between 150 / 200 words.

**DECLARATION:**

I hereby declare that I, the candidate has completed the portfolio unaided

**CANDIDATE NAME & SURNAME:**

**SIGNATURE:**

**DATE:**