

UAL DIPLOMA IN GENERAL ART & DESIGN LEVEL 3

WELCOME TO GENERAL ART & DESIGN LEVEL 3 YEAR 1



Welcome to The School of Art & Design. You have chosen to study General Art and Design (GAD) which is a terrific two years of art and design education.

The course teaches fast paced projects which introduce you to the different specialisms within art and design. On the course we teach all aspects of art (including painting, printmaking, sculpture, mixed media art, 3D art, conceptual art, drawing, illustration, animations, digital art and design to name but a few).

We teach a vast range of digital skills using Adobe Photoshop and Illustrator. The skills learnt on the course are very relevant to the skills needed to work in the Creative Industries. The most attractive part of the Art & Design School is finding yourself among people like you who are driven to be creative all the time.

It's a vibrant, energetic world you'll be joining where you will have the freedom to develop your technical and creative skills inspired and encouraged by others.

PREPARING TO START YOUR COURSE

This is a list of the equipment you will need to get started on the course, please bring these to all your lessons:

A4 hardback sketchbook

General art materials

Assorted pencils, pens, different size paint brushes, erasers, Pritt stick, scissors, craft knife, fine liners, sharpie pens, white posca or gel pen, posca pens.

A2 Clear Clip Close Polythene folder

Laptop



The theme for your summer work is “Distorted Self” and you have complete creative freedom to interpret this in any way you like. We are interested in seeing your skills, idea generation and the amount of effort that you put into this summer task. Please note that this work will feed directly into your first project on the course. Here are some starting points linked to the theme to get you thinking:

- Identity, what makes you, you?
- Song lyrics that connect with you
- Your summer break
- Portraits
- Family
- Your favourite place
- Issues/beliefs that you are passionate about

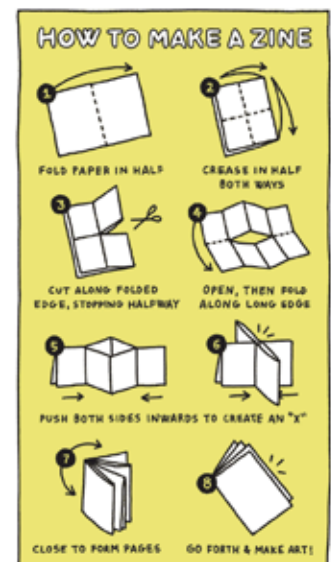
TASK ONE - MAKE A MINIMUM OF 3 ZINES

Create a minimum of 3 zines on your interpretation of the theme “Distorted Self” using any materials and processes of your own choosing (e.g. drawing, collage, mixed media, digital, illustration, photography, image making, painting).



Make your zine using an A3 piece of of paper.

How to make a zine from a single sheet of paper :
<https://youtu.be/ab4O9SWNI9g?si=fplZOmHOzBs7Mf1R>



TASK 2 - SETUP AN INSTAGRAM ART ACCOUNT

We use Instagram to show and promote work, so it's essential that you set up an art account. It's easy and takes a minute to do. You may already have an art account for your artwork. So either set one up or use an existing one. But it has to be an art-only account, not your personal one.

Please follow the GAD Instagram account @lch_gad and tag us whenever you post artwork. You need to put your full name and 'General Art & Design Student' in the bio description, so we know who you are.

The art department also has a whole School Instagram site which showcases the large variety of work produced across all courses @leonardocreativehouse please give this page a follow too so that you can see what is happening in the department.



TASK 3

Photograph each stage of the "making process" of your zines on your phone, these will be presented in your digital sketchbook when you start the course.

TASK 4

Photograph and upload 10 images of your summer work to your art Instagram account and tagging @lch_gad, so the GAD staff team can see your work! Add in a short description of what you did and why in the write-ups.

Summer Work presentation :

<https://docs.google.com/presentation/d/1ID3KDpgxmcdVTWhTaxw-CVI6Yy7Mvat oLRKJAawbzLg/edit?usp=sharing>

DEADLINE : WEDNESDAY 26 AUGUST 2026