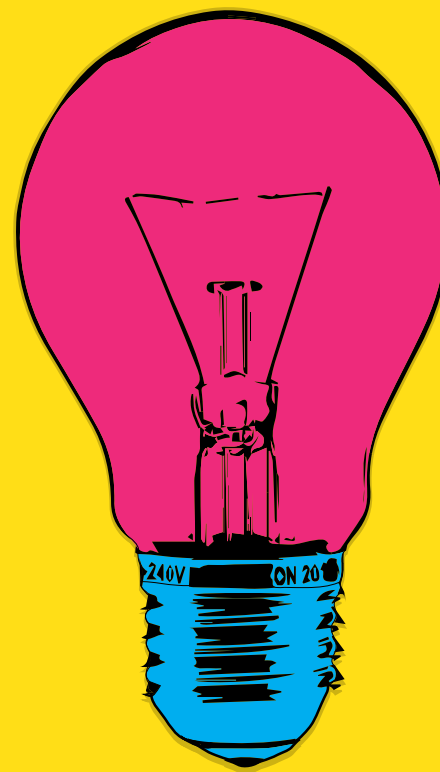


Hopwood Hall College

# Art & Design

Pre-Enrolment



Success is closer than you think



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Hopwood Hall College | Rochdale Road  
Middleton | M24 6XH

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**Our Vision:**  
Bringing out  
the best in you!

**Our Values**



## Preparing for College: A message from the Principal:

Thank you for applying to study at Hopwood Hall College. We look forward to welcoming you soon. We want to help make sure that you are as well prepared as possible so that you feel at home here from day one.

We understand that the transition from school to college can be daunting but there's no need to worry! We have plenty of pre-enrolment activities which will help to prepare you and make your transition as smooth as possible.

Before you join the College in September, we want you to begin to develop your skills. We have brought together some subject-specific information, signposting to helpful reading and relevant websites and some activities for you to complete.

Don't worry if you get stuck on anything, just try to complete as much as you can. In the meantime, if you have any questions, please contact our Student and College Services Team on 0161 643 7560 who will be happy to help.

**I look forward to welcoming you to your college very soon.**

**Julia Heap**  
Principal and Chief Executive



## CONVERSE TRAINER DESIGN

**TASK-Design the GRAPHICS  
for a Converse Trainer**

**This can be inspired by 'POP ART',  
'GRAFFITI' OR 'DOODLE ART'**

**Think bold bright colours and typography!!!**



**Research- Andy Warhol, Roy Lichtenstein,  
Jon Burgerman & Graffiti art for inspiration**



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## PHOTOGRAPHY COLLAGE ACTIVITY

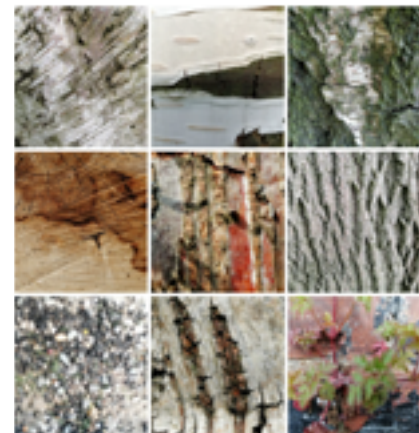
### TASK ONE

Within this abnormal situation of lockdown, it is important to get out of the house, take a walk and get some fresh air. As you are walking, we would like you to capture the details of your surroundings through photography. Zoom in and record the details of the surfaces, textures and colours. This project is inspired by the work of visual artist, Liz Atkin, who uses this approach to manage her anxiety and mental health throughout this stressful time. This can be done on your phone, with images put together using the collage option. The theme is texture and it is up to you how you do it and what you choose to observe and capture, anything goes! This could also be inside your home if you don't want to venture out!

Have a look at the work of Liz Atkin -

@LizAtkin (Twitter)

#texturehuntergatherer [www.lizatkin.com](http://www.lizatkin.com)



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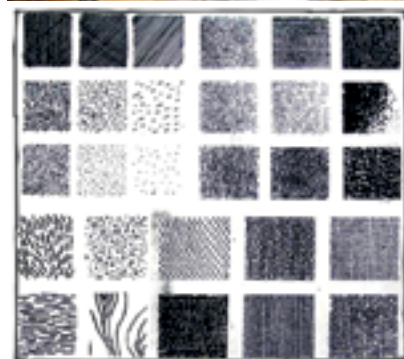
# PHOTOGRAPHY INSPIRED DRAWINGS

## TASK TWO

1. A4 piece of paper, create a grid and start to explore and develop your photography through drawing. Experiment with your drawing skills, explore tone, cross hatching, dots, line – any technique that captures your surfaces.

2. Source a different piece of paper (could be newspaper, magazines, envelopes, back of a cereal box) to create a mixed media collage piece inspired by your photography. You could enlarge your favourite image, combine elements of a few, produce a series of studies but most importantly, aim to create an art piece inspired by your own photographic collection.

This activity is not a test, we would just like to see how you capture your surroundings, your eye for detail and how you develop your work. When you join the Art & Design Department, it will be an introduction of yourself, something to talk about and it may be the start of your first project! Most importantly, don't worry, have a go and enjoy yourself!



## 25 CIRCLES

### IDEAS GENERATION EXERCISE

**Task- Time yourself for this exercise.**

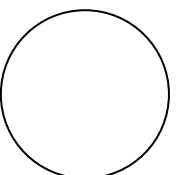
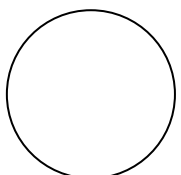
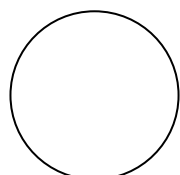
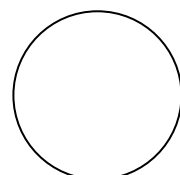
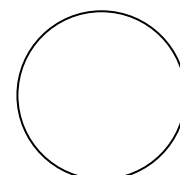
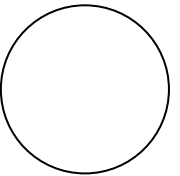
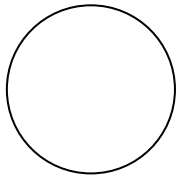
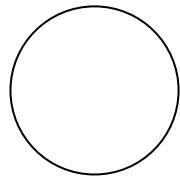
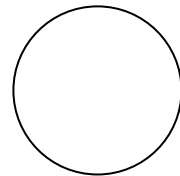
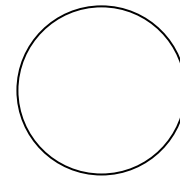
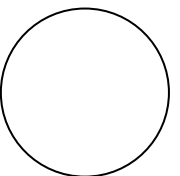
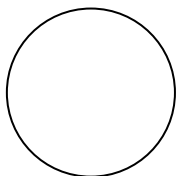
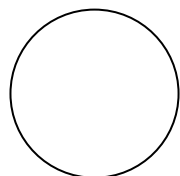
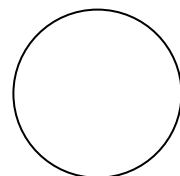
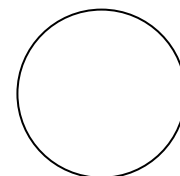
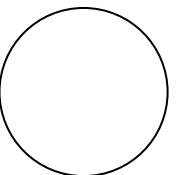
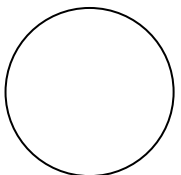
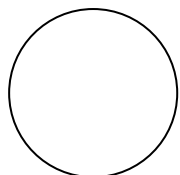
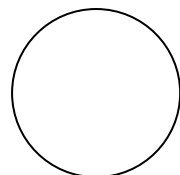
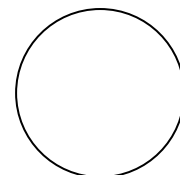
**See how many circular sketches you can draw in 20 minutes.**

**You can use this page or any other paper.**

**Search your visual memory for every circular image you can!**

**Think of both natural and manmade designs.**

**I've done the first one for you!**



# CALLIGRAMS

A Calligram is a phrase or word in which the typeface, calligraphy or handwriting is arranged in a way that creates a visual image. The image created by the word expresses visually what the word or words say.

Turn the words in the list into a calligram! The first one is done for you.

SELFIE SELFIE

MOON

GRAVITY

CLOCK

TUNNEL

CLIMATE CHANGE

Remember you can change one letter at a time or the whole word. You can try this by hand or work on the computer. You can also add colour.

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## COFFEE PAINTING

I want you to have some fun and try a paint with coffee technique.

So you may be thinking I have lost it during my Isolation. I may have! I do know that we must keep being creative during these strange days. Creativity is a great de-stressor. It also breaks the boredom of being at home 24/7

You can work in your sketchbook. If you have a printer you can print the hand-out and make an artist page about coffee painting. If not- Please put some reference to the featured artists in your book along with a sample of coffee painting.



### Artist 'Red Hong Li'



Hong Yi, also known as, 'Red', is an artist who focuses on the reinterpretation of everyday materials for her work through the accumulation of objects. Red studied at the University of Melbourne and TUDelft and holds a Master of Architecture. While working as an architect in Shanghai in 2011-2014, Red built installations during weekends from the range of affordable materials available at local wholesale markets. Her artworks featuring portraits of renowned Chinese personalities were featured on publications including Wall Street Journal, TIME, New York Times, CNBC and Fast Company. Red has been commissioned by clients such as Facebook, Google, Gucci, Chase JP Morgan and the Mandarin Oriental, and exhibited pieces at the World Economic Forum (Davos), Anchorage Museum (Alaska), Design Miami (Miami) and the Asian Art Museum (San Francisco). Sotheby's Institute has named her one of the "11 art world entrepreneurs you should know" in 2018.

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## Red HONG YI - Artist statement

'I create installations and paintings by experimenting with everyday objects around me that invite viewers to consider their perceptual habits and preconceptions. I investigate the connection between objects (socks, chopsticks, paint, wax), arrangement (layering, stacking, fanning) and physical action (breaking, burning, tearing, weaving). My work often portrays contemporary figures, social issues and my Chinese-Malaysian lineage, and often in techniques of patterning, systemic repetition and grids. My move to Shanghai in 2011 gave me sudden accessibility to abundant materials through platforms like Alibaba and wholesale markets. My current work focuses on contemporary issues faced by Asian females using cracked eggshells, a craft material used in East Asia and South East Asia. I utilise social media to spread my ideas internationally as I continue in the exploration of my Chinese-Malaysian identity in a globalised society.'

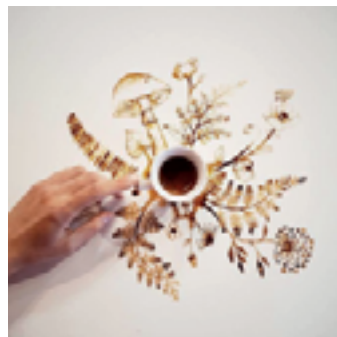
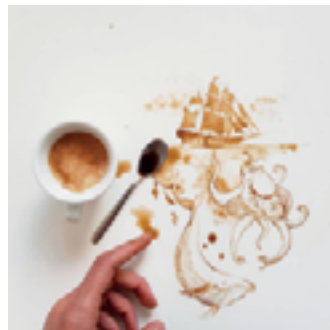
**Ref- <http://redhongyi.com/about/#bio>**

You can check out her other work. It might inspire you to try other unusual objects/materials to make your art.

Hong Yi is not the only one to use coffee and tea to make art, if we think about it, it is just making marks, like using ink or paint -right?

Here is the work of Italian illustrator Guilia Bernardelli

Guilia Bernardelli, known on Instagram as Bernulia is an Italian illustrator which makes amazing art with leftover foods such as spilled coffee, breakfast and ice cream too.

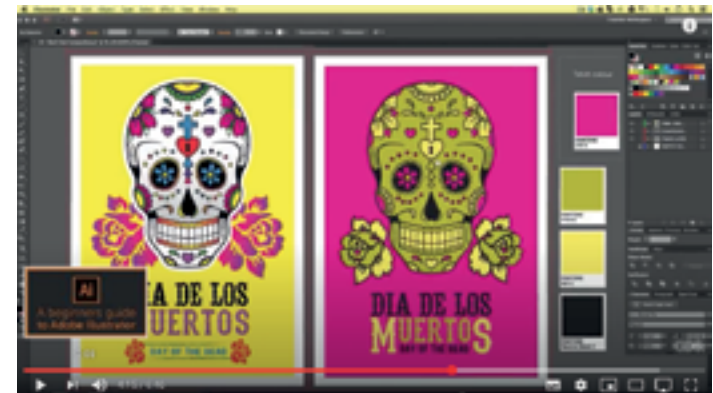


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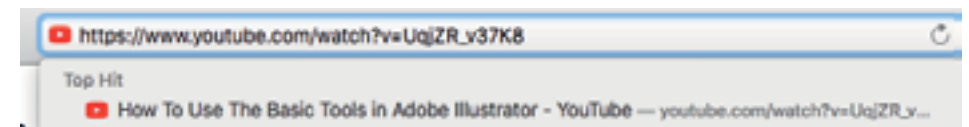
We use Adobe Illustrator in the graphic design suite.

Adobe Illustrator is the industry-standard vector graphics software which lets you create logos, icons, drawings, typography, and illustrations for print, web, video, and mobile. Millions of designers and artists use Adobe Illustrator CC to create everything from web icons and product packaging to book illustrations and billboards.



Take a look at the Youtube tutorial for a basic introduction to the software

[https://www.youtube.com/watch?v=UqjZR\\_v37K8](https://www.youtube.com/watch?v=UqjZR_v37K8)



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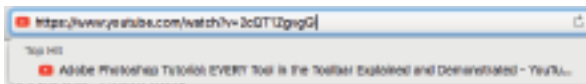
We use Adobe Photoshop in the graphic design suite.

Adobe Photoshop is a raster graphics editor. The software has become the industry standard not only in raster graphics editing, but in digital art as a whole. It is the predominant photo editing and manipulation software on the market. Its uses range from the full-featured editing of photos to creating intricate digital paintings and drawings that mimic those done by hand.

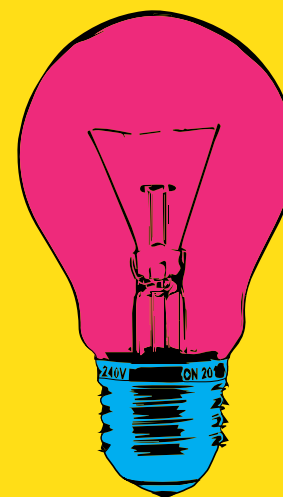


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<https://www.youtube.com/watch?v=2cQT1ZgvgGI>



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