



CREATIVE MEDIA

Hello,



Hello from the Redcar & Cleveland College Student Recruitment Team. As we get closer to the new academic year and with enrolment just around the corner, we want you to know that you are fully supported in every way. **The last year has been really strange but we wanted to let you know that no matter what happens with your GCSE results, your place at Redcar and Cleveland College is secure.**



We have been working closely with our course tutors to develop our '**Get Started**' programme to help you get started in your chosen course and ensure a smooth transition into college life. Over the next couple of months we will be sending you lots of information and top tips. If you have any questions about the course tasks in this booklet please do not hesitate to contact the course leader who will be able to help.

Don't forget to follow us on Instagram ([@redcarcollege](https://www.instagram.com/redcarcollege)) for regular updates, competitions and campus news. You can also check out the Student Recruitment Team's Q&A takeover every Tuesday, where we answer your burning questions and give advice about all aspects of college life! We hope you are looking forward to starting your journey with us, but if you do have any questions or worries please do not hesitate to get in touch with us through our social media channels, by telephone: 01642 777234 or by email: info@cleveland.ac.uk.

Welcome,



Hello and welcome to the Creative Media department at Redcar & Cleveland College. We hope you are staying safe and well. It is not long to go until you enrol with us in August 2021. We have had a really exciting year with lots of new equipment and the launch of our brand new Digital Hub, there has never been a better time to study a Creative Media course with us.

Over the next few months we are going to be sending you some information and tasks to complete over the summer to help you get started on your course. If you require any help or support with the tasks please do not hesitate to get in contact with me.



Sam Beel

Computing, IT and Creative Media Course Leader

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TASK 1: CREATE A LOGO AND STRAPLINE



Branding and visual identity is all around us. Branding is a company's visual identity - from logo to font, image and colour choice.

A new games company called “**GamesRHere**” has employed you as a graphic artist.

The company requires you to create a logo and strapline for them to help establish a brand for them.

Straplines or taglines are a heading or a caption used by a company. An example of a well known strapline is “just do it” for Nike.

You can create your logo and strapline in a software of your choice and add notes to explain why you have chosen the fonts, colours and images used in the logo and strapline.

Once you have produced your logo and made some notes, email a picture or a copy of your work to your designated Student Recruitment Officer, Kayleigh Manders - kayleigh.manders@the-etc.ac.uk. Don't forget to include your name and course that you have applied for in your email. We are looking forward to seeing your amazing logo!

Deadline to return work is: **Friday 9th July 2021**.



Useful websites... here is a useful website to help you with this task. Click [here](#) to view.



TASK 2: CREATE A POSTER

For this task we would like you to make a poster for "**GamesRHere**".

This poster should include your new logo and strapline as well as information on the top 5 best selling video games of all time.

You should carry out research to find out the top 5 best selling video games of all time and include lots of facts and images on your poster.

You can produce your poster digitally or by hand.

Once you have produced your poster please email a copy or a photograph of it to your designated Student Recruitment Officer, Kayleigh Manders - kayleigh.manders@the-etc.ac.uk. Don't forget to include your name and the course that you have applied for in the email!

Deadline to return work is: **Friday 9th July 2021**.

We are looking forward to you joining us in September and hope you stay safe and well over the next few months.



Did you know... we have recently upgraded our digital suites with brand new equipment!



Let's keep in touch...

To keep up to date with all of our latest news and information, follow us on our social media accounts. Our team is on hand to answer any questions you may have about College.



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Save the date! Your Welcome Day is on Friday 9th July 2021. We will be sending you more information about the day in the coming weeks.