ADVANCED HIGHER GRAPHIC COMMUNICATION · GRAPHIC DESIGN

GLOAMIN'

FESTIVAL OF LIGHT & SOUND · STONEHAVEN

PRACTICE PROJECT + MINI-PROJECTS

GLOAMIN' 2027

A practice Commercial & Visual Media Graphics project and four mini-project briefs for a fictional festival of light and sound. Use them to rehearse every stage of your Advanced Higher project.



FICTIONAL CLIENT FOR TEACHING · OVERPRINT PROJECT

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PRACTICE PROJECT · THE CLIENT BRIEF

A letter from the festival

GLOAMIN’
FESTIVAL OF LIGHT & SOUND · STONEHAVEN

GLOAMIN’ Festival
c/o Beach Pavilion, Stonehaven
hello@gloamin.scot

To: the design team

GLOAMIN’ returns for its third year from **Friday 15 to Sunday 17 October 2027**. For three evenings Stonehaven’s harbour and clifftop are lit by lanterns, projections and drones, with music and sound art as the light fades.

Last year we sold out the drone show but our **16–25 audience** told us they found out too late, mostly through friends’ stories rather than our own posts. Families loved the lantern parade, but visitors from Aberdeen and beyond found our printed programme hard to follow.

This year we need a **campaign that works across print and screen** and feels like one festival. It must sell tickets for the ticketed events, get people to the free harbour events, and make it obvious that the festival is **for everyone**: families, young people, older residents, visitors and disabled people.

Please respect our brand guidelines, but we are open to fresh ideas for how the brand moves, glows and sounds. We also want to reduce the festival’s printed waste.

Isla Mair
Festival Director (fictional)

YOUR ROLE

You are the graphic designer. Your teacher is the client’s representative and approves your brief.

PRACTICE, NOT YOUR ASSESSED PROJECT

Use this pack to rehearse every CVMG stage of the AH project before your own assessed project. Your teacher can’t give you model answers for the assessed project, so this is the time to practise.

READ THE BRIEF CRITICALLY

A brief is never complete. Note what the client hasn’t told you and what you would need to find out through research.

PRACTICE PROJECT · COPY DECK

Programme of events

DATES	PLACE	TICKETS	EXPECTED VISITORS
Fri 15 – Sun 17 Oct 2027	**Stonehaven harbour & clifftop**	**gloamin.scot**	**≈ 18 000 over 3 days**

Use this real copy in your layouts. **Placeholder text is not acceptable** in AH project evidence. You may shorten it, but don't change dates, prices or venues.

EVENT	WHEN	WHERE	PRICE
Lantern Parade BSL-interpreted. Bring a lantern or make one at the workshops.	Fri 15 Oct · 18:30	Market Square → Old Pier	Free
Harbour Projections: *Haar* 12-minute projection-mapped show on the harbour buildings with live sound.	Fri–Sun · 19:00–22:00, every 20 min	Harbour wall	Free
Lantern-making workshops Drop-in. Ages 5+; under-12s with an adult.	Sat 16 & Sun 17 · 11:00–15:00	Beach Pavilion	£5 (materials included)
Drone Light Show: *Gloamin' Skies* Ticketed. Accessible viewing platform and shuttle bus from the Market Square.	Sat 16 · 20:30	Clifftop Field	£8 · under-16s £4
Silent Ceilidh Wireless headphones with three channels: trad, remix, calling. Hearing loop installed.	Sat 16 · 21:30–23:30	Town Hall	£10 · 16+
Sound Walk: *Tide Lines* 45-minute guided walk with headphones as the light fades.	Sun 17 · 16:00	Cowie Path (meet at the Beach Pavilion)	Free, booking essential
Relaxed projection screening Lower sound, no strobing, quiet space nearby.	Sun 17 · 17:00	Harbour wall	Free
Closing Fire Garden Fire sculptures, live drummers and the final lantern release (LED lanterns only).	Sun 17 · 19:00–21:00	Clifftop Field	£6 · under-5s free

Access information (must appear)

- Step-free routes on the harbour and a free accessible shuttle to Clifftop Field
- BSL interpretation at the Lantern Parade
- Hearing loop in the Town Hall; relaxed screening on Sunday
- Large-print and audio versions of the programme on request

Other required content

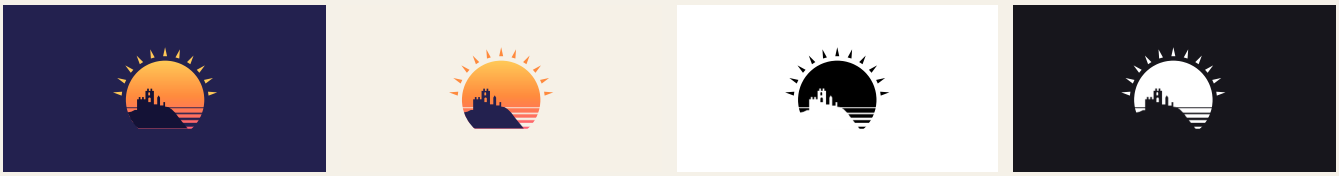
- GLOAMIN' logo (from the asset pack) and website gloamin.scot
- "Free entry to harbour events · Ticketed clifftop shows · All ages"
- Partner credit line: "Supported by Stonehaven Community Trust and Aberdeenshire Arts Fund" (fictional)
- Hashtag #GloaminGlow

PRACTICE PROJECT · BRAND TOOLKIT

What you must keep

GLOAMIN'
FESTIVAL OF LIGHT & SOUND · STONEHAVEN

The mark is a setting sun behind a clifftop castle. The sea is drawn in **negative space**; the gaps grow by the **golden ratio** towards the horizon, and the rays give **radial balance**. Keep clear space equal to the sun's radius around it. Don't recolour, stretch, outline or add effects to it.



Full colour on Twilight Indigo · full colour on paper · one-colour black · one-colour white (vinyl cutting, screen printing, embossing)

Colour

Twilight Indigo	Dusk Violet	Gloamin' Pink	Ember	Gold	Haar
HEX #23214F	HEX #5B3A9E	HEX #FF4F8B	HEX #FF8A3D	HEX #FFC857	HEX #E4E2EC
C92 M88 Y25 K38	C75 M85 Y0 K0	C0 M80 Y20 K0	C0 M55 Y80 K0	C0 M22 Y72 K0	C10 M8 Y2 K0
PANTONE 2766 C	PANTONE 2665 C	PANTONE 806 C	PANTONE 1575 C	PANTONE 123 C	—

Fictional specification for teaching. CMYK builds are the brand's chosen process values; Pantone references are visual matches. Check against a printed swatch guide before you specify ink.

Typography

GLOAMIN' Aa Bb

TeX Gyre Adventor Bold: wordmark and short display lines only (GUST Font Licence, in the asset pack)

15–17 OCTOBER

Inter: Black for dates and headings, Regular and Semibold for text (SIL Open Font Licence, in the asset pack)

Imagery and tone

- Silhouettes of real people seen from behind, lit by lanterns: everyone can see themselves in them
- Glow, halftone dots and light trails suggest movement and sound
- Short, warm, Scots-flavoured copy: "Come oot at the gloamin'."
- Every image you use must be your own, licensed or credited

PRACTICE PROJECT · WHAT TO PRODUCE

Your CVMG campaign

Produce a **print-based** and a **digital** graphic solution that clearly belong to the same campaign. Choose **one** option from each column. Each option meets the minimum formats in the AH Coursework Assessment Task (CAT).

Print-based: choose one

P1 SUITE	**Three items** from the campaign: A3 poster, A5 flyer (front and back) and an event lanyard or 850 × 2000 mm pull-up banner.
P2 MULTI-PAGE	The festival programme: A5, at least **four pages including one double-page spread** (e.g. cover, welcome, event listings and a map spread).
P3 PACKAGING	A lantern-kit box with at least **four complete surfaces** (see Mini-project 4).

Digital: choose one

D1 ANIMATION	A 15–20 second social-media animation (1080 × 1920 px, vertical) with a **start frame, end frame and six intermediate frames**, timings and the key transitions shown.
D2 SCREENS	The festival app or website: at least **four screens** (home, events, map, tickets) with navigation shown.
D3 DISPLAY	An interactive harbour information kiosk: at least four screens.

Requirements for every item

Print

- CMYK at 300 ppi; spot colour where justified
- 3 mm bleed, crop and registration marks, colour bar
- Exported as a print-ready PDF (PDF/X)
- Annotate how it would be printed commercially

Digital

- RGB at screen size; correct file type for the platform
- Captions, alt text or other accessibility features
- Timings, frame rate and transitions annotated
- Navigation and functionality explained

Both

- Clear continuity: colour, type, imagery and logo
- Real copy from the copy deck, no placeholder text
- Justify elements and principles in annotations
- Reference every image and font you use

Suggested page plan (practice version, 10 × A3)

STAGE	PAGES	IN THE REAL AH PROJECT
Analysis of the brief and research	1	Shared with TG · 10 marks · max 2 pages
CVMG graphic specification	½	3 marks (TG + CVMG on max 1 page)
CVMG project plan (Gantt) and preliminary graphics	2	7 marks · max 2 pages
CVMG solution: digital, print, continuity, annotations	5½	25 marks · max 6 pages
CVMG evaluation	1	5 marks (TG + CVMG on max 2 pages)

PRACTICE PROJECT · START HERE

Analyse the brief

Who are the audiences?

List every audience group in the brief and explain one requirement of each.

What does the client really need?

Identify the problems in the letter (late awareness, a confusing programme, printed waste) and explain how graphics could solve each.

What must you find out?

List the research you will carry out. Say whether each is primary or secondary and how you'll check that sources are current, accurate and balanced.

Constraints

Note every constraint: brand, budget, timescale, formats, accessibility and environment.

CAT: ANALYSIS

The top band needs an analysis that identifies **almost all** the main audience requirements and explains their relevance **in detail**, with **valid, evidence-based conclusions**.

RESEARCH IDEAS

Survey 16–25-year-olds about how they find events · visit the harbour at dusk and photograph light levels · compare three other light festivals' campaigns · check the minimum text sizes for readability at a distance.

REFERENCE EVERYTHING

Use a recognised system such as Harvard. Quote copied text, rephrase where you can and credit the source of every image and diagram.

PRACTICE PROJECT · SPECIFICATION

CVMG graphic specification

Base every line on a conclusion from your analysis and research, then use this table to evaluate your solution at the end. Record any changes you make, and why.

Target audience(s)	
Range of graphics (print)	
Range of graphics (digital)	
Format and size of each item	
Colour space and colour (CMYK / RGB / spot)	
Resolution	
File types for output	
Typefaces and imagery	
Printing method and substrate	
Accessibility features	
Environmental requirements	

CAT: SPECIFICATION (3 MARKS)

Full marks need a specification **clearly derived from your research and analysis** that clearly defines the **range** and **format** of graphics and the **target audiences**.

PRACTICE PROJECT · PLANNING

Plan it

Complete a Gantt chart for your CVMG work. Include every sub-task and intermediate target (milestones), the resources you need, and dependencies. Revisit it every week and record slippage and how you recovered.

TASK / SUB-TASK	RESOURCE	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10

TASK SUB-TASK ◆ MILESTONE / TARGET

Milestones and resources

Changes to the plan (date, reason, action)

CAT: PROJECT PLAN (2 MARKS)

Clear and coherent planning that details key timeframes, tasks and an obvious, sensible sequence, **specific to CVMG**.

1 Brand it

MINI-PROJECT 1 · ABOUT 6 PERIODS

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CH 02 ELEMENTS & PRINCIPLES | CH 03 DTP | CH 08 OWNERSHIP

The Lantern Parade needs its own **sub-brand**: a mark that is clearly part of GLOAMIN’ but works on its own on wristbands, flags and the parade app.

The brief

Design a secondary mark for “GLOAMIN’ Lantern Parade” that sits with the master brand. It must work in full colour, reversed and in one colour, and at sizes from a 16 px browser icon to a 2 m flag. Then decide how the festival should protect it.

Deliverables

MARK	Three development thumbnails, then a final vector mark in full colour, reversed and one colour
ICONS	Favicon (32 × 32 px) and app icon (1024 × 1024 px) versions
BRAND SHEET	One A4 sheet: clear space, minimum size, colours in CMYK, RGB/HEX and Pantone, typefaces, do’s and don’ts
OWNERSHIP	A short note: which IP right protects the mark, what ™ and ® mean, who owns the copyright in your artwork, and the licences of the fonts you used

SPECIFICATION
Vector artwork (SVG and PDF) · one-colour version for vinyl cutting and screen printing · minimum size 15 mm wide in print · built from the brand colours and Inter / TeX Gyre Adventor only

Think about

- How will your mark show **movement** (a procession) as well as light?
- Use negative space, the golden ratio or radial balance **deliberately**, and say why
- Test it at 16 px: what detail disappears?
- Remember: ® may be used only once a trade mark registration is granted; before that, use ™

Before you hand in

- [ ] Three thumbnails with annotations justifying elements and principles
- [ ] Final mark in all three colourways, as vectors
- [ ] Icon versions tested at actual size
- [ ] Brand sheet with colour values in every colour space
- [ ] Ownership note: trade mark, copyright, font licences



FLAG / POSTER · A5 FLYER · 15 MM MINIMUM · APP ICON · 16 PX FAVICON · COLOURWAYS

Test every mark at real sizes and in every colourway, as the master GLOAMIN’ mark is tested here. Your sub-brand needs the same sheet.

2 Press ready

MINI-PROJECT 2 · ABOUT 8 PERIODS

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CH 03 DTP | CH 04 PRE-PRESS | CH 05 PRINTING

Turn the copy deck into a **programme section** that a commercial printer could run without a single phone call.

The brief

Lay out four pages of the A5 programme, including **one double-page spread** (the event listings or the harbour map), using the real copy deck. Set up master pages, paragraph styles and a grid. Then take the file through pre-press and export a print-ready PDF.

Deliverables

LAYOUT	4 A5 pages including one DPS, built on master pages with paragraph and character styles
IMAGES	All images placed at 300 ppi effective resolution, converted to CMYK, with sources credited
PRE-PRESS	A preflight screenshot showing no errors, and a soft proof
OUTPUT	PDF/X with 3 mm bleed, crop and registration marks and a colour bar
ANNOTATIONS	How the programme would be printed and finished commercially: offset lithography, imposition, saddle-stitching, trimming, paper choice

PRINT SPECIFICATION
Format: A5 portrait · 16 pages, self-cover · Quantity: 20 000
Stock: 150 gsm silk throughout · CMYK + PANTONE 806 C
Bleed: 3 mm · Finish: folded, saddle-stitched, trimmed

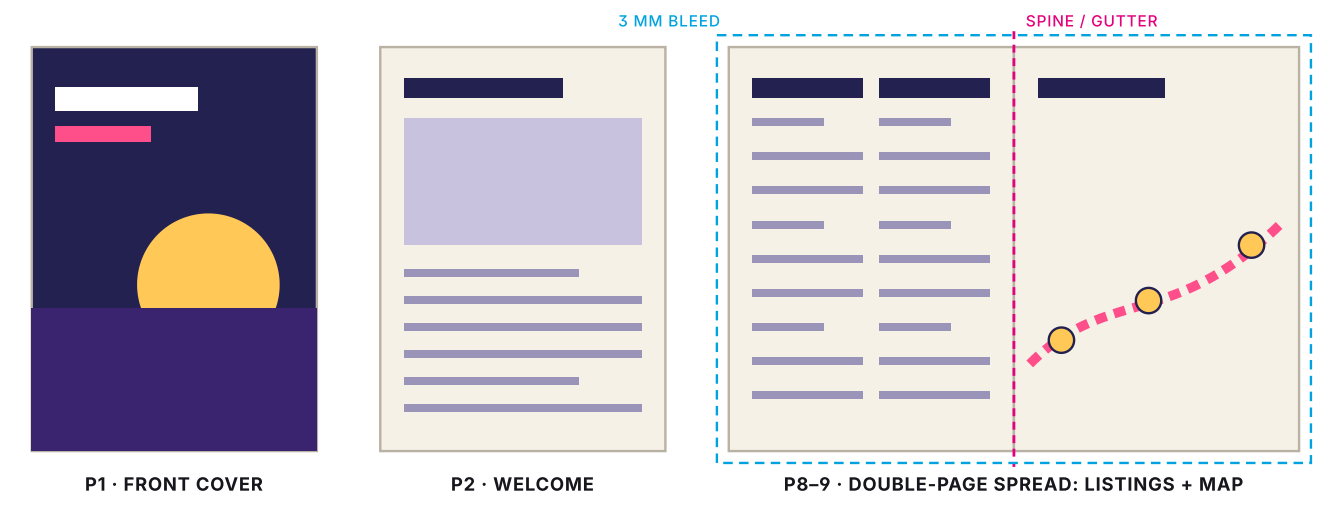
Use the walkthrough

Chapter 4.7 of the course notes shows each Affinity Publisher step. Open **GLOAMIN_Flyer_A5_print.afpub** from the asset pack to see a finished set-up: bleed, a Pantone spot swatch, the Resource Manager and the PDF/X export settings.

Challenge: find the RGB placed artwork that the Resource Manager reveals in that file and explain what you would do about it.

Before you hand in

- [ ] Grid, master pages and styles used consistently
- [ ] DPS crosses the spine without losing text in the gutter
- [ ] Every image 300 ppi and CMYK; spot colour set as spot
- [ ] Preflight shows no errors
- [ ] PDF/X exported with bleed, marks and colour bar
- [ ] Commercial printing and finishing annotated



One way to plan the four pages: cover, welcome page and a double-page spread across the spine. Keep text out of the gutter and extend background colour into the 3 mm bleed.

3 In motion

MINI-PROJECT 3 · ABOUT 8 PERIODS

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CH 07 ANIMATION | CH 06 SOCIETY | CH 02 DYNAMIC EFFECTS

Make people **feel** the drone show before they've seen it, in a vertical animation for social media.

The brief

Create a 15-second animation announcing *Gloamin' Skies*, the Saturday drone show, for Instagram and TikTok stories. It must end on the date, the price and gloamin.scot, and work with the sound off.

Deliverables

STORYBOARD	A start frame, an end frame and **six intermediate frames**, with timings and the transitions shown
ANIMATION	15 s at 1080 × 1920 px, 25 fps; keyframes with easing; at least two transition types
ACCESSIBILITY	Burned-in captions for any speech or sound, high-contrast text and no rapid flashing
EXPORTS	.mp4 (H.264) for social media and a looping .gif version for the website, with file sizes
ANNOTATIONS	Frame rate, easing, transitions, file types and compression explained

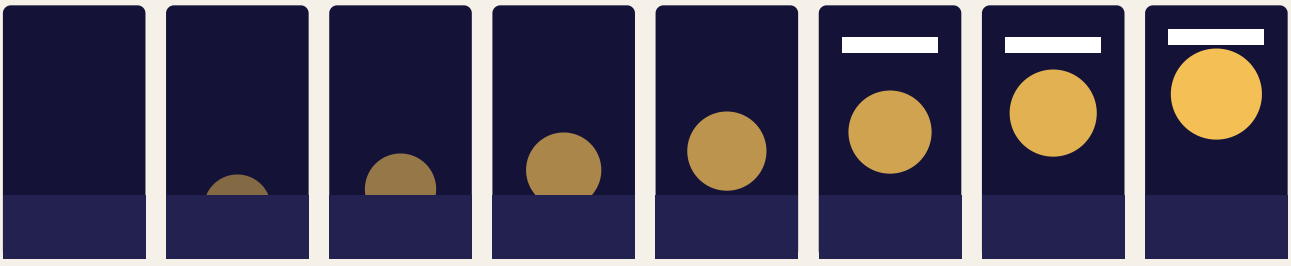
DIGITAL SPECIFICATION
Canvas 1080 × 1920 px (9:16) · RGB · 25 fps · 15 s · safe zones: keep text 250 px clear of the top and bottom · audio optional

Think about

- How will you suggest drones moving: light trails, motion blur, onion-skinned dots?
- Where will easing make the movement feel natural?
- How will a viewer who scrolls past in two seconds still get the date?
- Which transition suits the mood: a dissolve, a wipe, a zoom?

Before you hand in

- [ ] Eight storyboard frames with timings and transitions
- [ ] Easing on the main movements
- [ ] Captions and readable text with the sound off
- [ ] No rapid flashing (photosensitivity)
- [ ] Both exports, with file type and size justified
- [ ] Continuity with your print graphics



START	1	2	3	4	5	6	END
0.0 s	1.5 s	3.0 s	5.0 s	7.0 s	10.0 s	13.0 s	15.0 s

A storyboard rhythm for 15 seconds: start frame, six intermediate frames and the end frame, each with its time. The sun rises frame by frame and the date block arrives in the last three frames.

4 Merch & make

MINI-PROJECT 4 · ABOUT 8 PERIODS

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CH 05 PRINTING | CH 06 ENVIRONMENT | CH 08 OWNERSHIP

The festival is launching a **lantern kit** and a **tote bag**. Design the packaging and the print, and decide how to protect the lantern's design.

The brief

The flat-pack hexagonal lantern (3D model in the asset pack) needs a retail carton that works on a shop shelf and at the merchandise tent. The tote bag carries the one-colour mark plus a pink rule, printed in two colours.

Deliverables

CARTON	Graphics for a tuck-end carton with at least **four complete surfaces**, on the net provided
MOCK-UP	A printed, cut and folded prototype, photographed, plus a render of the lantern
TOTE	Two-colour screen-print separations with registration marks
ENVIRONMENT	Substrate, ink and finish choices that reduce the environmental impact, explained
OWNERSHIP	Explain how a registered design could protect the lantern's appearance, and for how long

SPECIFICATION
Carton: 200 × 140 × 30 mm, 350 gsm folding boxboard, CMYK + PANTONE 806 C, 3 mm bleed · Tote: natural cotton, 2 spot colours (PANTONE 806 C and 2766 C), screen printed

Think about

- Which panel faces the customer on the shelf, and which is read last?
- Where do the barcode, contents list and LED battery safety text go?
- Can the carton be printed on recycled board with vegetable-based inks, and left unlaminated so it can be recycled?
- Why are only two screens needed for the tote?

Before you hand in

- [ ] Carton graphics fit the net; panels read the right way up when folded
- [ ] Barcode area, kit contents and safety text included
- [ ] Prototype photographed
- [ ] Separations: one per colour, with registration marks
- [ ] Environmental choices specific to the carton and tote
- [ ] Registered design explained (appearance, up to 25 years)



The lantern kit, rendered in KeyShot from the CAD model. Your carton has to sell this product, protect it and tell the customer what is inside.

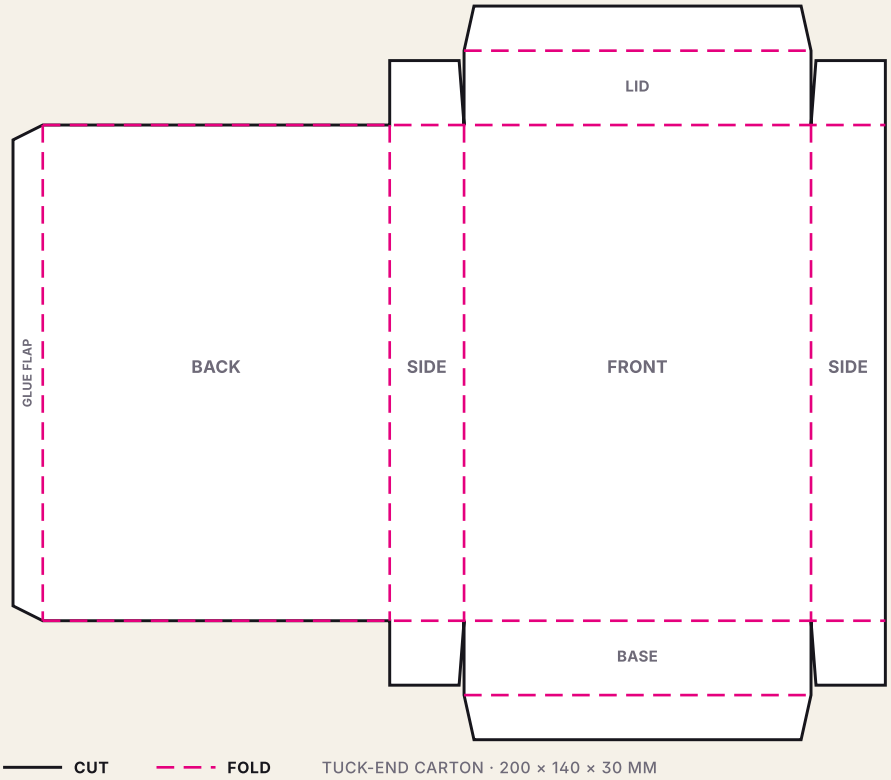
The lantern kit

- Six printed card panels with sun and horizon cut-outs that echo the GLOAMIN' mark
- Translucent paper liner, base, cap and wire handle
- LED tealight (safe for the parade and the lantern release)
- Assembled size: about 134 mm across and 255 mm tall with the handle up

CAD model: GLOAMIN_Lantern_assembly.step in the asset pack. Templates on the next page.

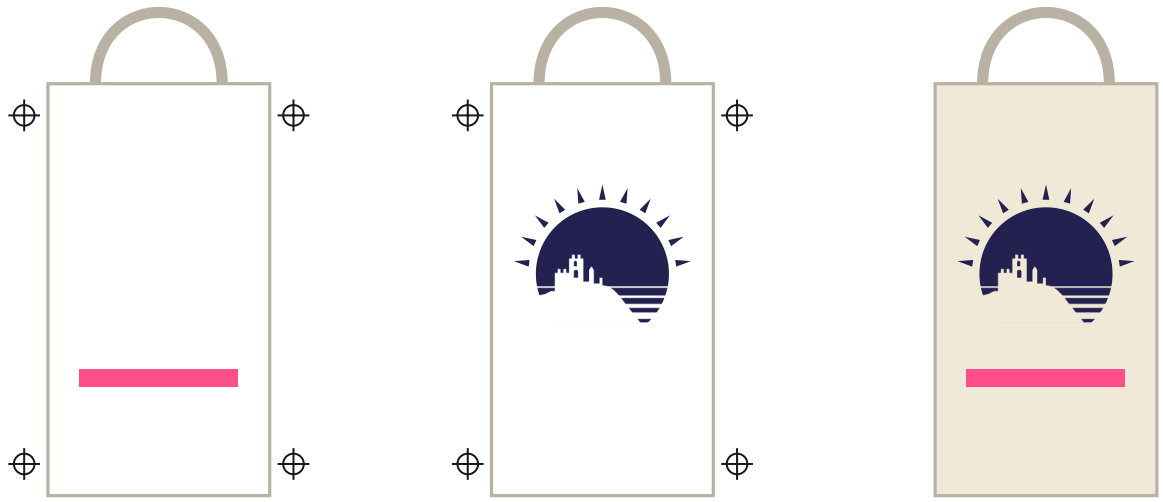
MINI-PROJECT 4 · TEMPLATES

The lantern, the carton, the tote



Tuck-end carton net, 200 × 140 × 30 mm. Solid lines are cuts, dashed lines are folds. Full-size template (with 3 mm bleed) in the asset pack.

EACH SEPARATION HAS THE SAME REGISTRATION MARKS, SO THE TWO SCREENS LINE UP



SCREEN 1 · PANTONE 806 C | SCREEN 2 · PANTONE 2766 C | PRINTED TOTE (BOTH SCREENS)

Screen-printed tote: one screen (stencil) per spot colour. The registration marks on each separation line the screens up so the colours print in the right place.

REGISTERED DESIGN

The lantern's **appearance** (its shape, cut-out pattern and decoration) can be protected as a registered design for up to 25 years, renewed every 5 years. A registered design doesn't protect how the lantern works.

ASSET PACK

What's in the ZIP

Download **GLOAMIN_Asset_Pack.zip** from DesignClass. Everything in it may be used in your classwork and practice projects.

FOLDER	CONTENTS	LICENCE
`brand/`	GLOAMIN' marks and logos: full colour, reversed, one-colour (SVG and PDF)	Fictional brand © DesignClass, for classroom use
`artwork/`	A3 poster and A5 flyer artwork (SVG, PDF with bleed)	© DesignClass, for classroom use
`affinity/`	GLOAMIN_Flyer_A5_print.afpub, the PDF/X-1a export and the convert-to-curves demo	© DesignClass
`templates/`	A5 and A3 bleed templates, golden-section and thirds overlays, 8-frame storyboard, Gantt chart, carton net	© DesignClass
`fonts/`	Inter, Poppins and TeX Gyre Adventor with their licence files	SIL Open Font Licence / GUST Font Licence
`3d/`	GLOAMIN_Lantern_assembly.step and part files	© DesignClass
`copy/`	Copy deck as plain text	© DesignClass

PHOTOGRAPHS

Stock photographs are **not** in the pack, because their licences don't allow us to redistribute them. Take your own at dusk, or download from a free library such as Pexels and record the licence and URL.

CREDIT EVERYTHING

Every image, font and quotation in your project needs a reference. For example (Harvard): *Surname, Initial. (2026) Lanterns at night [Photograph]. Pexels. Available at: URL (Accessed: date).*

Font licences in plain English

LICENCE	YOU MAY	YOU MUST
SIL Open Font Licence (Inter, Poppins)	Use, embed, share and modify the fonts, including in commercial work	Keep the copyright notice and licence with the files; not sell the fonts on their own; release any modified version under the same licence
GUST Font Licence (TeX Gyre Adventor)	Use, embed and share the fonts	Keep the licence with the files; you are asked (not legally required) to rename a modified version

ABOUT THESE BRIEFS

Come oot at the gloamin'.

These briefs belong to OVERPRINT, the DesignClass Advanced Higher Graphic Communication Graphic Design project. Read them alongside the course notes, worksheets and the GLOAMIN' asset pack.



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