

# Graphic Design Challenge Pack

## INTRODUCTION

Welcome to the world of **graphic design**! This challenge pack will help you explore how designers use images, colours, fonts, and layout to tell stories and share ideas.

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## CHALLENGE 1: Design Your Own Logo

**Task:** Create a logo for your own made-up brand.  
Choose one of the following:

- A pet grooming service 🐕
- A new video game 🎮
- A magical sweet shop 🍬

**Think about:**

- What colours represent your brand?
- Will you use a symbol or a letter?
- What font style fits your theme?

 **Materials:** Paper and coloured pencils or a drawing app.

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## CHALLENGE 2: Picture Power!

**Task:** Choose one image and design a poster using it.  
Pick a topic, like:

- Save the planet 🌍
- Join the school club 🎨
- Be kind to others ❤️

**Now:**





- Add a large image that supports your message.
- Write a bold title and a short slogan.

- Choose colours that match the mood (green for nature, bright colours for happy messages, etc.)
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### **CHALLENGE 3: Font Mood Match**

**Task:** Match fonts to the mood!

Create title cards for each of the following using a different font:

- A scary movie 
- A princess party 
- A superhero comic 
- A science experiment 

**Tip:** You can handwrite your fonts or try out fonts in a word processor or design app.

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### **CHALLENGE 4: Design Your Own Font**

**Task:** Invent your own letter style!




Draw the whole alphabet in a new style, or just your name in:

- Bubble letters
  - Sharp and spiky letters
  - Funky wobbly letters
  - Letters made from objects (like pencils or animals!)
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### **CHALLENGE 5: Colour Code!**

**Task:** Create your own *colour palette* for a theme.

Pick one of these themes:

- Winter Wonderland 
- Jungle Adventure 
- Under the Sea 

Choose **3–5 colours** that match your theme and use them to:

- Decorate a small poster or title
  - Show how colour helps set the mood
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## **CHALLENGE 6: Layout Puzzle**

**Task:** Arrange design pieces in the best way!

Cut out or draw:

- A title
- 2–3 pictures
- A short paragraph
- Your name/logo

Now:

- Move them around to find the best layout on your page
- Think about balance, spacing, and where the eyes go first 👁️👁️

Try it a second time with a different layout and see which one works best!

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## **BONUS CHALLENGE: Create a Brand Board**

**Task:** Bring it all together!

Pick a pretend business or personal project. Create:

- A logo
- A colour palette
- A main font and a fun font
- A slogan
- A sample poster or packaging idea