

HNC @ HOME 2026



A Level Graphic Communication – *Activity 1*

Create a unique name tag

Hello my name is....

The 'Hello my name is...' is a campaign that is focused on reminding staff to introduce themselves to patients properly as it advocates that a confident introduction is the first step to providing compassionate care and is often all it takes to put patients at ease and make them feel relaxed whilst using our services.

The campaign has been driven by Dr Kate Granger, a doctor who has terminal cancer and has experienced what it is like to be a patient; she said that one of the starkest observations on the quality of her care had been that not all staff who approached her introduced themselves to her.

Along with her husband, she has made it their mission to get as many members of health service staff as possible to pledge their commitment to 'always introducing themselves to their patients'.

As you are all about to embark on your first year at HNC this is an ideal task for us as staff and you as students to help to get to know one another. Your task is to create a name tag!

- Think about the size – this will depend on the length of your name; make sure you take this into consideration when mapping out the letters. You may want to use a pencil before committing with a fine liner.
- Letter style - how do you want your name to look; do you want it to represent your style? Are you a 'messy' artist? You may have this coming through in your style. You might be someone who loves order and structure - using a ruler and measuring the exact spacing so it fits precisely may be your approach. You can see some examples below.



Extension: Create a second piece using a different type face and add colour!

*Some of you may have already done the above task – if you came to one of our taster evenings – below is an alternative task that gets you thinking about typography and how the use of letters and words is an essential element of communication within graphic design.

Experiment with handwritten letter design to write out a favoured poem, motto or saying using Claire Coullon's creative approach.

Claire Coullon is a graphic designer who experiments with hand drawn letters and words to create exciting typographic designs. She experiments with pencil, biro, fine liner as well as coloured crayon to design letters and words in a sketchbook.



As you are all about to embark on your first year at HNC this is an ideal task for us as staff to help to get to know you and your creative abilities.

- Think about the choice of writing/drawing implement. Finer liners and biro are permanent, whilst pencil allows some flexibility with its application.
- Letter style - how do you want your poem, saying or motto to look? You might need to produce several preliminary sketches first to map out the ideas. What type of font style are you going to use? Look at a website like Dafont.com for inspiration – this is a website we use regularly on the course.
- How big is the composition going to be, A4 perhaps? Are you going to incorporate colour?