Purpose

Practise and embed knowledge from year 7, 8 and 9 art continuing to develop and build a visual literacy and skills base which is graphics centred.

Understand the basics of graphics to be able to present a personal response to a brief.

Key Knowledge

Revisit and re-inform knowledge and skills learnt in year 7, 8 and 9 art.

Learn about the elements of Graphic Design

Design: composition, balance, proximity, alignment, repetition, contrast, white space, hierarchy

Photography & artwork: resolution, DPI, PPI, bleed, trim, pixels, crop, stock photo

Typography: serif, sans serif, script, ascender, baseline, descender, kerning, leading, tracking, weight

Color: hue, tint, tone, shade, saturation, monochromatic, analogous, complementary, triadic, opacity, CMYK, RGB

Website elements: header, navigation bar, breadcrumb trail, landing page, HTML, user interface, wireframe

File formats: AI, EPS, PDF, GIF, JPEG, PNG, PSD, TIFF

Logo types: abstract mark, emblem, lettermark, pictorial mark, mascot, wordmark.

Using Google Sites * Photography * Digital manipulation * Collage *

Layering * Using Font * Satisfying a brief * Drawing * Design * Print *

Key Vocabulary

Graphics - are visual images or designs on some surface, such as a wall, canvas, screen, paper, or stone, to inform, illustrate, or entertain.

Design - a concept of either an object, a process, or a system that is specific and, in most cases, detailed. Design refers to something that is or has been intentionally created by a thinking agent.

Composition - The arrangement of the parts of a work of art.

Balance - the placement of elements on the page so that the text and graphic elements are evenly distributed.

Proximity –the way in which design elements are grouped or spaced on a page

Alignment - the position of text or graphics, whether left, right, centered or full justified.

Repetition -repeating elements throughout a design.

Contrast -achieved by including elements within the design that look measurably different from one another. A designer may use colour, shape, texture, size or typeface to create contrast.

White space - sometimes called negative space—is the part of the design that is unmarked by imagery or text.

Hierarchy - the organization of elements by level of importance.

Monochromatic –a colour palette that uses one single colour.

Triadic -three colours evenly spaced on the colour wheel.

Opacity - synonymous with non-transparency. The more transparent an image, the lower its opacity.

Brief- a set of instructions given to a person about a job or task.

Font -a particular size, weight and style of a typeface.

Typography - the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader.

Further information

Recommended reading: The Goldfinch by Donna Tartt * Bitter by Akwaeke Emezi

Websites: https://www.tate.org.uk * https://www.nationalgallery.org.uk * https://artsandculture.google.com