



Hilbre High School Art Department Knowledge Organiser/Spring 2021



Y9: Graphic Design (Communication)

In this unit you will explore how the graphic design process works, beginning with a design brief and following the process all the way to final production. You will conduct your own market research and base your work on your research.

Produce a range of design based on your chosen product name, informed by your research.

Develop designs further, considering colour theory and layout.

Refine chosen design idea to produce a finished product.

Project Word bank

Brand - an identity or images/fonts which are associated with a particular product or company (eg. 'golden arches' for McDonalds or the 'Disney' font)

Colour Scheme - an arrangement or combination of colours suited to either the brand or product

Design - a drawing or sketch which shows ideas and intentions based on a starting point

Design Process - using feedback to improve and develop/tweak designs

Final Design - the refinement of all design work from the design process to come to one final design idea, ready for production

Logo - a symbol or other small design adopted by an organization to identify its products/services (eg. the apple logo which is on all it's products)

Refinement - the improvement or clarification of something by the making of small changes

Typeface/Font - a collection of letters, numbers or symbols with a similar design these can also be specific to a brand/product (eg. 'Disney' or 'The Simpsons' fonts)

Target Audience - a particular group at which a product or advertisement is aimed at

Skills bank (highlight when completed)

Be able to define the difference 'art' and 'design'	Demonstrate research skills, collecting appropriate data to inform design choices	Be able to recognise and describe prior learning and how you have developed these techniques/use of materials
Be able to discuss different design elements such as font/logo/character	Demonstrate ability to develop ideas and refine skills and ideas, through a range of designs	Produce a finished designed product which realises your intentions

HW

HW1 a: Plan your own market research by developing a 5 question, questionnaire targeted at Y7 students with YES/NO answers

HW1 b: Bring in a fruit juice carton

HW2: Use a two lettered famous brand (M&S, D&G etc) and redraw and colour, using a recognised but different font from the original