GRAPHIC ARTS KNOWLEDGE ORGANISER

Graphic design is the process of **visual communication** and problem-solving through the use of **typography**, **photography**, and **illustration**.

WHAT YOU WILL LEARN

In this project you will explore Graphic Arts focusing on illustration and graphic communication. You will explore both figurative and abstract imagery that develops your understanding of the visual elements, with particular emphasis on pattern, colour, line, shape and typography.

Developing your artwork

As a graphic designer you will respond to a number of tasks and design briefs. You will develop designs to an outcome to communicate and resolve the brief successfully.

Developing your understanding

You will learn the role of the graphic designer in advertising and marketing, to communicate information, ideas and emotions that inspire, inform and captivate. You will learn an understanding of how the Principles of Design are used to compose images and make use of this learning.

HOW YOU WILL LEARN IT

Photography

You will use your own and secondary photographs to explore elements of fashion, posture, composition and pattern in your artwork.

Drawing skills

Drawing is a tool to record and communicate. Throughout this project you will develop greater skill and control, building on your knowledge of the visual elements. You will observe contour and shape, explore and use mark-making and learn ways to create and use pattern in your work.

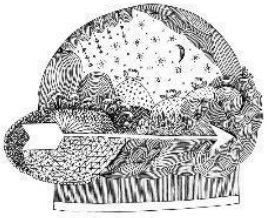
Exploring materials and techniques

To develop and create your work, you will explore and have the opportunity to combine a range of techniques (mixed media) from photography, drawing and collage.

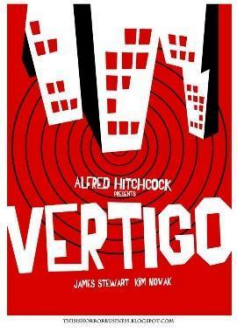
Exploring Composition

You will learn the **Principles of Design** (Balance, contrast, emphasis, movement, pattern, proportion, rhythm, variety and unity) and explore ways of using these to develop work.

WHO YOU WILL LEARN FROM



Virginia Kraljevic
Nathalie du Pasquier
Nikki Farquharson
Saul Bass
Other sources

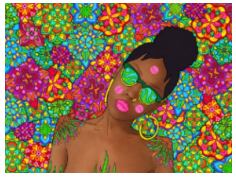


Key Terms

Graphics - the production of the graphic arts, especially commercial design or illustration

Illustration -is a picture or a drawing or the act of creating a drawing

Advertisement - the activity or profession of producing advertisements for commercial products to increase sales.

Typography - specific design elements that can be applied to letters and text.

Marketing - all activities undertaken to promote and sell products or services to consumers.