

# Knowledge Organiser – Year 7 & 8 Graphic Communication – Sweet Box

## Key Terms

- Graphic Design:** Where professionals create VISUAL content to communicate messages.
- Branding:** Is a companies identity. It can be linked to different colours and fonts.
- Creativity:** The ability to transcend traditional ideas and create meaningful new ideas.

**Experimentation and Research Task:** You will need to explore existing sweet packaging and produce a mood board and product analysis sheet. You will explore the use of colour, tone and perspective and create ideas for your logo and sweet packaging.

### During the Graphics rotation you will be aiming to:

- To gain an understanding of what Graphic Communication is.
- Develop your own ideas and designs based on your research.
- Experiment with the digital design programme - CANVA
- Develop your 3D packaging making skills using box template.

