Knowledge Organiser – Year 10 Graphic Communication

Key Terms

Imagery: The visual language used to help users relate to a brand.

Typography: Also know as Font or lettering. Can be used to form part of a logo.

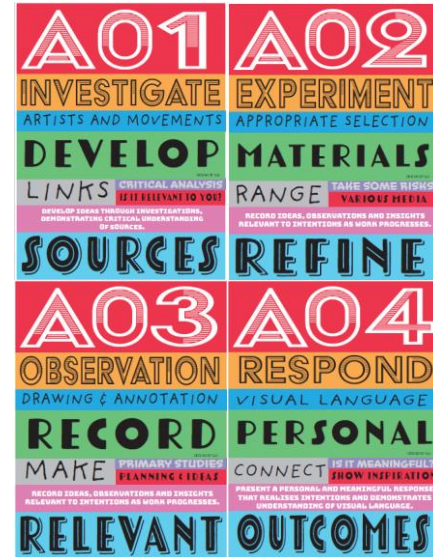**Composition**: Where all the separate elements come together to form one cohesive design.

Research: To gain an understanding/ideas of the brief or topic.

Experimentation: Trying new ideas and designs.

Experimentation and Research Task: You will need to explore the brief for sustained project 1 – creating a music festival logo. You will explore the use of colour, tone, typography, line, composition and imagery in Graphics. You will also start sustained project 2 – researching a specific design discipline.

During year 10 Graphics you will be aiming to:
- To gain an understanding of the design process for sustained project 1.
- Develop your own ideas and designs based on your research for music festival logos.
- Further Experiment with the digital design programme - CANVA
- Start to research design disciplines for sustained project 2.