

Knowledge Organiser – Year 10 Graphic Communication

Key Terms

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

Typography: Also known 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.

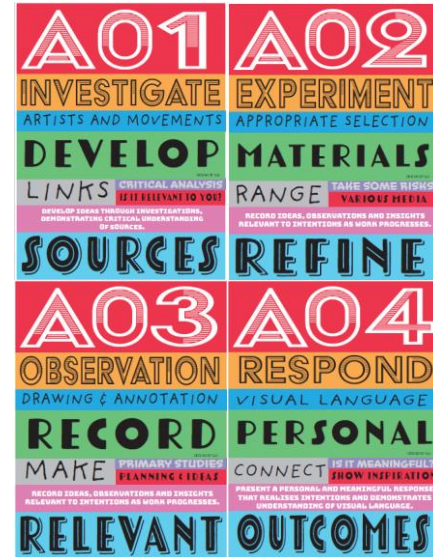
Research: To gain an understanding/ideas of the brief or topic.

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.



Line:

For my first logo on line, I filled the circle with horizontal lines. In my opinion, it really isn't ordered, and the added lines fill out the space a bit more. However, the lines used in the logo may confuse the audience a bit, for the reason that it is difficult to associate the logo as a sun and its rays.

For my second logo on line, I did the same thing as the first one, but instead of adding the lines horizontally, they were placed vertically. In my opinion, it's really neat and well-organized, however the lines don't signify anything. Correspondingly, it has nothing to do with the logo's imagery. Therefore this may confuse the audience a bit. I wouldn't want to use this as my final logo because I think it doesn't go with the logo and there's too much going on.

For my third logo on line, I filled up the circle with lines coming from different directions. I dislike this design because in my opinion, everything is all over the place and it looks a bit disordered. In addition, the audience may find it some of the hardest to read. Hence, all the lines behind it. Moreover, the lines may confuse the audience because there is so much going on and I dislike how the lines look on the logo. Due to all this, I wouldn't want to use this logo for my final design.

Imagery

For imagery, I have gotten a basic picture of a kestrel with a basic microphone. I used basic pictures for my first imagery design just to see how it would look. I don't like it because the bird looks bored which would give people the impression that the festival is boring. Also the microphone is basic which could make people think it isn't fun or interesting.

This one I have used a white bird with open wings. I chose it because I think it suggests that the festival is going to be calm, organised and graceful. Just like the bird. I have chosen a golden microphone which gives the impression that the festival will be fun with a lot of dancing. The bird and microphone together looks good in my opinion.

imagery

This attempt I have chosen a smaller bird which is quite plain other than its head which is a bright red/orange colour which I think look nice because it looks simple with a pop of colour. I chose a different type of microphone which I think gives the logo something new.

This one I have used a bird with soft colours which I like because it's not too powerful but is still eye catching. I have chosen another basic microphone because I think if I chose a microphone that had a lot to it, it would distract people from the colourful bird.



Composition:

Composing the shapes of the buildings with my data adds an illustrative effect to the logo. However, this isn't beneficial as it may be hard to begin to in the fraction of the audience with issues with their eyesight. Moreover, the illustrative element of the shapes may be less recognizable as the shapes. One may have to think about what the shapes represent rather than the fact that they are buildings existing within their mind instantly.

I like the parallel display of the background, simply because of how modern and retro the patterns of squares make the logo seem.

The only disadvantage is that the sunset element is much less distinguishable. Also, the parallel pattern doesn't relate the logo with a 1980s music festival and suggests that it's a band around modern pop or hip-hop style music.

It can also perceive the logo to be a second gaming as many game-related companies use this effect within their logo.

Instead of miniature dots, I tested out the use of a diamond pattern within the shapes.

It resembles a chequerboard pattern that has really emphasize or enhance on any quality my logo contains.

In my opinion, it doesn't reflect on festivals rather than music.

Tone:

For my first logo design, I attempted to use a gradient of light blue to dark blue. The main reason I chose this was because I thought it would be a good fit for the festival's theme. However, I found that the gradient was too subtle and didn't really stand out. I decided to use a more vibrant color palette.

For my second logo design, I attempted to use a gradient of light blue to dark blue. The main reason I chose this was because I thought it would be a good fit for the festival's theme. However, I found that the gradient was too subtle and didn't really stand out. I decided to use a more vibrant color palette.

For my third logo design, I attempted to use a gradient of light blue to dark blue. The main reason I chose this was because I thought it would be a good fit for the festival's theme. However, I found that the gradient was too subtle and didn't really stand out. I decided to use a more vibrant color palette.

