Penwortham
Priory
ACADEMY

Graphic Design

Revision Timetable

2023 - 2024

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W/C 1 April	**Graphic Design Components**
	
	• Revise how the components of Graphic Design work together to create effective graphic designs– this week focus on **Line** and **Colour**.
	• Learn the specific vocabulary words associated with these topics so that you can use them in your exam.
	
	Line in Graphic Design:
	
	    • Understand how to use line elements for **expression**, focusing on aspects such as **colour, number of lines, line thickness, spacing, angles (including curved lines), and borders**.
	    • Learn how to utilise these line elements to create **emphasis** and **define space** effectively.
	
	Principles of Colour in Graphic Design:
	
	    • Familiarise yourself with various colour schemes, including **monochromatic, harmonious, and saturation values.**
	    • Understand different colour theories such **as primary, secondary, tertiary, and complementary colours.**
	    • Explore the psychological **associations of colour**, including mood, emotions, and the psychology behind colour choices.
	
	Application:
	
	    • Practice analysing the concepts of line and colour on existing graphic designs.
	    • Know how graphic designers experiment with different combinations of line elements and colour schemes to achieve desired visual effects.
	    • Be able to analyse and critique designs based on the principles learned, seeking to offer improvements to the effectiveness and impact of graphic design work.

W/C 8 April	**Graphic Design Components** • Revise how the components of Graphic Design work together to create effective graphic designs– this week focus on **Tone** and **Composition**. • Learn the specific vocabulary words associated with these topics so that you can use them in your exam. **Tone in Graphic Design:** • Understand **tone gradients**, including **linear** and **radial** gradients.

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	- Recognise the use of tone to provide **contrast, create definition, shape**, and **depth** in designs. - Familiarise yourself with processes such as **hatching**, **cross**-**hatching**, **shading, gradient fills**, and **stippling** to manipulate tone effectively. **Composition in Graphic Design:** - Grasp the relationship between **shape and space** in design composition. - Learn the rules governing **proximity, white space, hierarchy, repetition, and alignment** in composition. - Understand the importance of **placement** and **flow** within a design. - Explore the relationship between typography, images, and space in graphic design compositions. - Study **patterns** in design, including **sequence** and **direction**. - Analyse contrast elements such as **emphasis, similarity, isolation, inclusion, colour, and shape** within compositions. - Consider scale aspects such as **relative size, relative area, and ratio** in design compositions. - Practice techniques to achieve **unity** in designs, such as using **grids**, connecting lines or shapes, coordinating colour schemes, and including text with images or shapes.
W/C 15 April	**Graphic Design Components** - Revise how the components of Graphic Design work together to create effective graphic designs– this week focus on **Typography** and **Imagery**. - Learn the specific vocabulary words associated with these topics so that you can use them in your exam. **Typography in Graphic Design:** - Understand the characteristics of **fonts**, including **serif** and **sans serif** types, **hierarchy**, **leading**, **tracking**, and **kerning**. - Identify different font styles such as **display**, **modern**, and **traditional** fonts. - Recognise the characteristics of individually designed **letterforms**, considering **shape, pattern, colour, and imagery**. - Familiarise yourself with the "**opposites attract**" rule in typography. **Imagery in Graphic Design:** - Learn about digital imagery types, including **vector graphics, pixel-based images, photography, cartoons, and illustrations.** - Explore handmade/freehand imagery options like **illustrations, stencils, cartoons, sketches, lino prints, and monoprints.** - Understand the use of **infographics**, including symbols and shapes, to convey information visually.

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	- Recognise the role of imagery in **creating meaning** and linking images with text to enhance communication. - Analyse how imagery communicates messages and ideas effectively. - Study **image manipulation techniques** such as **cropping**, **recolouring**, and **reshaping** to enhance visual impact and convey desired meanings.
W/C 22 April	**Visual Language and Graphic Design Principles** - Revise how **visual language of Graphic Design and graphic design principles** work together to create effective graphic designs. - Learn the specific vocabulary words associated with these topics so that you can use them in your exam. **Visual Language of Graphic Design:** - Understand the role of visual communication in **capturing attention, appealing to the intended audience, conveying meaning, messages, ideas, evoking reactions, and emotions.** - Explore the **aesthetics** of graphic design, including shapes, textures, patterns, and colour, in conveying visual messages. - Consider **contextual factors** such **as personal, social, cultural, economic, and political influences** on graphic design. **Fundamental Aspects of Graphic Design Principles:** - **Hierarchy**: Learn how certain design elements are given prominence over others through dominance and priority. - **Alignment**: Understand the placement of text and design elements to create visual order and connections. - **Balance**: Explore symmetrical, asymmetrical, and radical balance in design layouts. - **Contrast**: Recognise the use of opposites in design elements, such as dark and light, thick and thin, large and small, traditional and contemporary. - **Rhythm**: Analyse the repetition of design elements, including fluid and progressive rhythms. - **Proximity**: Understand how the arrangement of design elements affects prominence and relationships within a design. - **Colour and Space**: Consider the selection of colours for text and background and the use of space between design elements to enhance visual impact and clarity.
W/C 29 April	**Types of Graphic Design Work and Employment** - This week, review how graphic designers work in the industry, and the types of design work they are commonly required to do. **The Range of Graphic Design Work and Associated Features:**

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	• **Visual Identity:** Understand components such as logos, brand identity, and style guides. • **Packaging Design:** Explore design aspects for food, drinks, storage, and various products. • **Marketing and Advertising:** Recognise different mediums like leaflets, flyers, advertisements, posters, banners, billboards, infographics, vehicle wraps, brochures, and in-store signage. • **Layout and Print (Publication):** Learn about designing magazines, newspapers, catalogues, and cover artwork for music albums and books. • **Environmental Design:** Understand applications in exhibitions, murals, event spaces, museum displays, and special events like launches, celebrations, fairs, and retail spaces. • **Illustration**: Explore uses in graphic novels, comic strips, websites, album and book covers, infographics, technical illustrations, fashion, textiles, and video games. • **Typography**: Familiarise with concepts like kerning, leading, typeface, size, tracking, serif, and sans serif fonts.
W/C 6 May	**Types of Graphic Design Work and Employment** • This week, review the types of employment opportunities there are within the subject of graphic design. **Employment Opportunities:** • Graphic Designer • Artworker • Creative Director • Advertising Art Director • Animator • Illustrator • Concept Artist **Graphic Design Industry:** • Understand roles in **graphic design agencies, freelance graphic design, and in-house graphic design** positions. **Sectors in Graphic Design:** • Visual Identity • Packaging Design • Marketing and Advertising • Layout and Print (Publication) • Environmental Design • Illustration • Typography

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W/C 13 May	**Requirements of a Graphic Design Brief** • This week, review how graphic designers respond to a design brief in a professional setting. Remember to use key vocabulary (in bold) when discussing different graphic design topics. **Types of Graphic Design Briefs:** • Commercial • Competition • Collaborative • Online Only • Open Call **Requirements of a Graphic Design Brief:** • **Client Diversity:** Understand the differences between **corporate**, **public sector**, and **independent** clients. • **Client's Design Requirements**: Identify the purpose of the design specified by the client. • **Research and Analysis:** Explore design trends, target market analysis, and competitor research. • **Copyright Considerations**: Address usage of images and text, including stock image licensing and typography content. • **Target Audience**: Define primary and secondary audience demographics. • **Contextual Factors**: Consider personal, social, cultural, economic, and political influences on the design. **Constraints in Producing a Graphic Design:** • **Design Components:** Utilise elements such as line, colour, tone, composition, typography (while adhering to copyright considerations), and imagery (with copyright considerations). • **Expected Timescales:** Plan tasks including collecting information, research, planning, conceptualizing designs, and production/completion within expected timeframes. • **Resources Needed:** Identify required materials, tools, computers, appropriate software, and hardware for design production.
W/C 20 May	**Graphic Design Production** • This week, review how graphic designers use their skills (both digitally and physically) to produce designs, and the associated technical skills and knowledge that comes with this. **Digital Technical Skills in Graphic Design:**

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	- Understand digital image creation and manipulation using **vector-based and pixel-based software.** - Familiarise with various file types including **JPEG, TIFF, PDF, GIF, PNG, EPS, and RAW.** - Learn digital image correction techniques such as colour balance, saturation, contrast adjustments, cropping, rotation, and mode adjustments **(greyscale, RGB, CMYK**). - Grasp scanning and printing fundamentals including scan resolution, on-screen resolution, print resolution, and print size considerations. **Effective Use of Resources in Graphic Design:** - Plan graphic design projects effectively, considering **client requirements** and efficient methods and processes. - Anticipate potential difficulties such as supply availability and working within deadlines. - Implement strategies to minimize waste, including managing material volume, ink usage, recycling, and opting for reusable and eco-friendly alternatives. - Aim for cost-effective solutions throughout the design process. **Components for Consideration in Summative Evaluation of Graphic Design Work:** - **Assess** if the design meets the client's needs effectively. - **Evaluate** the clarity and effectiveness of idea communication. - **Consider** the appropriateness of the design for the target audience. - **Identify** areas for improvement within the design. - **Recognise** and highlight successful aspects of the design.
W/C 27 May	**Display, Present and Promote Graphic Design Work** - This week, do a very quick review of the following topics. These are not as common in exam questions, however you may get asked about them to some extent. **Purpose of Displaying, Presenting, and Promoting Work:** - Enhance design profile - Showcase work - Attract new clients - Enhance employment opportunities **Digital and Physical Methods of Displaying, Presenting, and Promoting Graphic Design Work:** - Digital: o Website

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- o   Social media platforms
- o   Static and interactive online portfolios
- o   Vlogs or blogs showcasing work
- o   Showreels demonstrating skills
- o   Pitching designs to potential clients
- Physical:
  - o   Presentation folders
  - o   Exhibitions
  - o   Design sheets and presentation boards
  - o   Design books or portfolios

Self-Promotion in the Graphic Design Industry:

- CV highlighting skills and experience
- Establishing an online presence through social media, websites, and blogs
- Networking through online platforms and face-to-face interactions
- Distributing business cards for professional connections

Components to Consider When Displaying, Presenting, and Promoting Graphic Design Work:

- Understanding the needs of different clients (corporate, public sector, independent)
- Tailoring presentations to meet individual client requirements
- Effective communication of ideas
- Ensuring appropriateness for the target audience

Exam: 4th June, 1:30pm

Any student sitting the History exam at this time will complete the Graphic Design exam afterwards.

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