

Graphic design UNIT 4

As we are all housebound it would be an excellent idea if we could complete some of the research sections of units we haven't started yet. (I know how much you love research)

Unit 4 is about the Graphic design industry and the research section consists of:-

- A mind map identifying all the different areas of graphic design there are. (what direction you can specialise in)
- What is a graphic designer?
- How do they present their work?
- How much do they earn?
- What qualifications do you need?
- Examples of successful graphic designers and graphic design companies.

- Concentrate on three of the areas of graphic design from your mind map.

- How to get into graphic design

- How do they advertise their work (what is a portfolio?)

You will have to complete this section of unit 4 at some point so it would be a great idea to take this time to get it out of the way.

Unit 4

Page 7

How to display and advertise your work.

- Explain why displaying your work is important.
- What is a portfolio?

There are two different types of portfolios, Physical display and Digital Displays.

- **Physical display**

- Mainly paper based portfolios
- Booklets displaying work
- Pop up books
- Folding out nets
- Posters
- Prototypes.

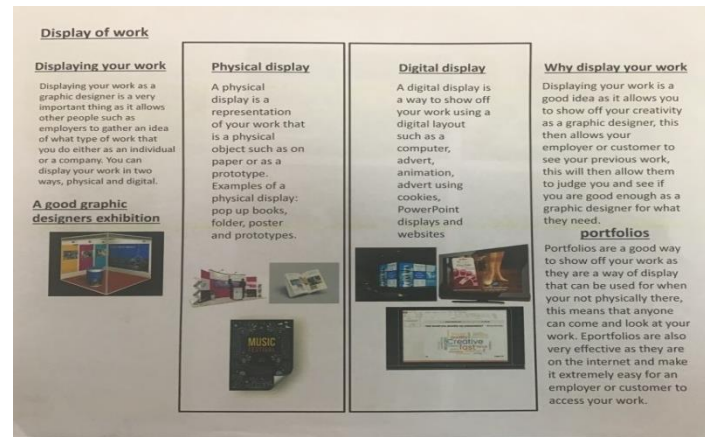
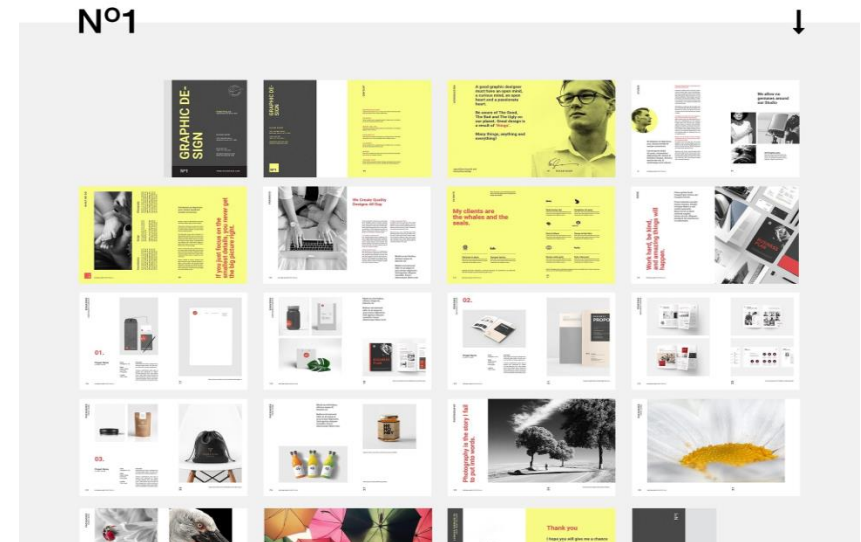
- **Digital displays**

- Using a computer to display your work through
- Social media
- Websites
- Adverts
- Animations/ motion graphics
- Power point displays.

- Explain why designers need to have portfolio.

Try to research one digital display of a successful graphic designers portfolio. This would be displayed on their website.

- Copy pictures
- Explain how their portfolio is successful.



PLEASE DO NOT COPY THE EXAMPLES WORD FOR WORD!!!!