








Year 10 Curriculum Content: Graphic Communication

ASSESSMENT OBJECTIVES	
A01	Develop ideas through investigations, showing critical understanding of artist's work.
A02	Selecting and experimenting with appropriate media, materials, techniques and processes.
A03	Record ideas, observations and insights relevant to intentions as work progresses.
A04	Present a personal and meaningful response that demonstrates understanding of visual language.

DEFINITIONS	
<b>Graphic Design;</b>	the art or profession of visual communication that combines images, words, and ideas to convey information to an audience, especially to produce a specific effect.
<b>Typography;</b>	The art or process of printing with type. The work of setting and arranging fonts and type elements; letters, numbers, punctuation, and other symbols.
<b>Illustration;</b>	A picture or diagram that explains or decorates.
<b>Emotion;</b>	a strong feeling deriving from one's circumstances, mood, or relationships with others.

ARTISTS & CONTEXTUAL REFERENCES	
<b>Stefan Sagmeister</b> <a href="http://sagmeister.com">sagmeister.com</a> Stefan Sagmeister is an eccentric, world renowned Austrian graphic designer, conceptual typographer and performance artist. His famous hand rendered typography, wide variety of materials and techniques, and use of controversial imagery come together to make up the identity of his work. Sagmeister's work challenges audiences, eliciting strong emotional reactions, and at times placing him at the centre of unwanted attention.	
<b>Berto Fojo</b> <a href="http://bertofujo.com">bertofujo.com</a> At first glance, the colourful characters created by Berto Fojo might appear playful but on closer inspection his creations seem troubled and ridden with angst. His images are fuelled by a dark sense of humour and an ability to create characters that have bags of charisma. His work focuses on painting, drawing and character designing.	
<b>Matt W Moore</b> <a href="http://mwmgraphics.com">mwmgraphics.com</a> Matt W. Moore works to the mantra 'range is conducive to growth.' Moore's background was in action board sports and the action art of graffiti, each with their core value of speed, do-it-yourself ethic, enthusiasm for new terrain, and sheer fun of collaboration. Over the past decade, he has applied those principles to his bold, graphic aesthetic in media both analog and digital, for projects both personal and commercial.	
<b>Ciara Phelan</b> <a href="http://ciaraphelan.com">ciaraphelan.com</a> Ciara Phelan is an illustrator and mixed media artist based in London. She specialises in mixing analogue and digital media both on screen and with a scalpel to create playful, colourful and dynamically composed art works. Clients include the V&A, Benefit, Kiehls, Fortnum & Mason, The New York Times, Vanity Fair and The Guardian.	

DESIGN TECHNIQUES & PROCESSES	
<ul style="list-style-type: none"><li>• Pen tool</li><li>• Ellipse tool</li><li>• Rectangle tool</li><li>• Selection tool</li><li>• Rotate tool</li><li>• Duplicate</li><li>• Copy &amp; Paste</li><li>• Paste in front</li><li>• Layers</li><li>• Reflect</li><li>• Fill &amp; Stroke</li><li>• Eyedropper</li></ul>	
<b>Adobe Illustrator</b> An application used to create vector graphics that are made of points, lines, shapes, and curves based on mathematical formulas that can be scaled up or down while maintaining image quality.	
<b>Photography</b> In graphics, photography can make or break the design and has a huge impact on the effectiveness of your work. It helps draw attention and conveys some idea, emotion, or message to the viewer.	
<b>Collage</b> A form of visual arts in which elements are combined to create a new image that conveys a message or idea. Collage comes from the French word "collér," which means "to glue," often the primary means of combining images in collage art.	