

Year 11 Curriculum Content: Graphic Communication

ASSESSMENT OBJECTIVES

AO1	Develop ideas through investigations, showing critical understanding of artist's work.
AO2	Selecting and experimenting with appropriate media, materials, techniques and processes.
AO3	Record ideas, observations and insights relevant to intentions as work progresses.
AO4	Present a personal and meaningful response that demonstrates understanding of visual language.

DEFINITIONS

Graphic Design; 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.

Typography; the art or process of printing with type. The work of setting and arranging fonts and type elements; letters, numbers, punctuation, and other symbols.

Illustration; a picture or diagram that explains or decorates.

Shape; the external form, contours, or outline of someone or something; a geometric figure such as a square, triangle, or rectangle.

Form; style, design, and arrangement in an artistic work as distinct from its content.

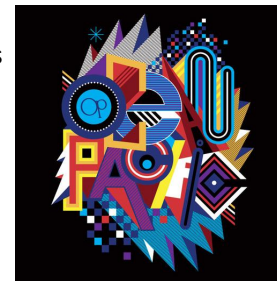
ARTISTS & CONTEXTUAL REFERENCES

Matt W Moore mwmgraphics.com
 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.

Moore dubbed his digital abstract style 'Vectorfunk' early in his career, and has since employed it to cover surfaces ranging from Ray-Ban Wayfarers to Nixon wristwatches; large 3D mosaic walls for Instagram HQ, branding for Coca-Cola's London Olympics campaign. Cross-pollinating between disciplines allows him to constantly refresh his perspective and produce unique work.

Atelier Bingo atelier-bingo.fr
 Atelier Bingo are Maxime Prou & Adèle Favreau, two illustrators, artists and graphic designers from France. They specialise in experimenting with screen-printing, using not only different artistic techniques, collage, gouache, pens, inks, etc, but also various shades of colour combinations to create electrifying, colourful, abstract artwork.

They take an experimental approach to materials and are continually investigating different materials and processes which aim to push the boundaries of conventional processes. They use a combination of materials in both 2D and 3D applications. The use of repetition of shape is used to create interesting and fragmented designs which have added details of texture, they create pure, expressive images, often inspired by nature.



DESIGN TECHNIQUES & PROCESSES

Vector Graphics (Adobe Illustrator)
 Vector graphics are designed with curved points and lines which create a clean, infinitely scalable picture when combined in vector artwork. Vector graphics are based on math formulas rather than square pixels, allowing for crisper visuals.

Adobe Photoshop
 An image creation, design and photo editing software that provides many image editing features for pixel-based images, raster and vector graphics.

Collage
 A form of art in which visual elements are combined to create a new image that conveys a message or idea.

Monoprinting
 An impression printed in such a way that only one of its kind exists. Also, etchings which are inked or wiped in an expressive, not precisely repeatable manner; prints made from a variety of elements that change from one impression to the next.

MAIN AIM - SHAPE & FORM

Students are pursuing their own personal pathways in response to the theme of, Shape and Form.

Evidence for Assessment Objectives, AO1, AO2 and AO3 has been documented and will continue as students work independently exploring a range of processes, techniques and contextual influences that will lead them towards the creation of a final outcome.

Regular monitoring and progress trackers will be used to review individual progress and attainment up to the completion of the unit at the autumn term.