

Media available

- Acrylic Paint
- Oil Pastel
- Printing Ink
- Water colours
- Ink
- Photography
- Lazer
- Posca Pens
- Graphic pens

Assessment

AO1—Investigate & research other artists work, develop ideas, analyse, annotate. (24 Marks)

AO2—Experimentation, refine, explore different ideas and media, re-view, improve. (24 Marks)

AO3—Record and present ideas, evidence, annotation, primary observation. (24 Marks)

AO4—Final presentation, outcomes, connections, conclusion. (24 Marks)

File Types

Vector  **Raster** 

WEB USES

SOURCE files for logos, charts, icons, or any hard-edged graphics

OUTPUT files for most web graphics displayed on the screen

PRINT USES

SOURCE files to be sent to the printer

HI-RES files can be printed at 300dpi

FILE TYPES

.ai .eps .pdf .svg .jpg .gif .png .tif

Photoshop



Book Presentation

What makes a well presented book?



Ensure that all your pages are clearly titled. Make sure your pages are full and compact. If a piece of work isn't enough to fill a whole page, concentrate on filling one half and then continue work from there.

Always include screen shots, this help to show how you created your artwork and also serves as a reminder to you.



Interesting layouts—always consider the layout of your pages, present them creatively but clearly and in order of creation.

Always annotate everything! Either to state how you did something or to evaluate it, or just state what you are going to do next.

Remember most of your marks come from your book.



Annotation

Your artist research

- Explain who your artist is and bit about them?
- What are they inspired by?
- Why have you chosen them?
- What do you like about their work? Why? (go in to detail)
- How could their work, and your response to their work help you with your designing? (talk about your intentions about using the process or colours or drawing style etc in your future designs).

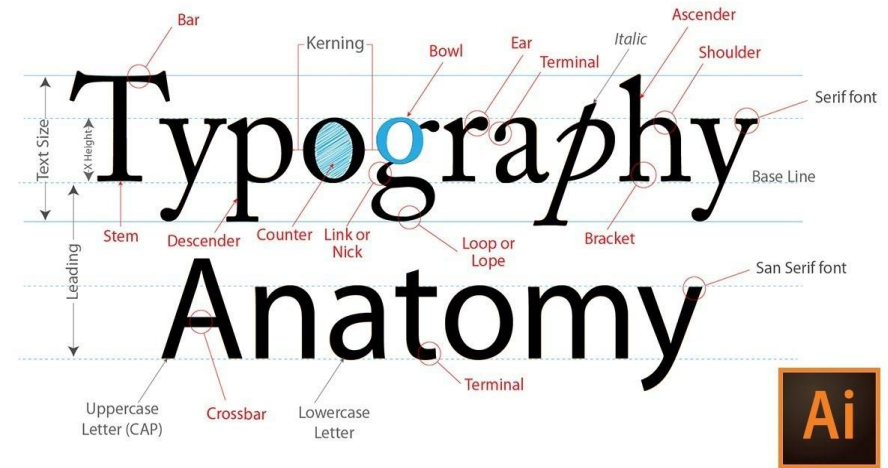
Your experiments

- Explain the process you have used.
- What materials have you used and why?
- How did you do the process?
- What do you think of the outcome? (really evaluate the process in detail)
- How could you use the process in your final piece? (you can write the 'use' as a question—'could I use gel plate printing as a background?')

Your Designs

- Clearly label the processes, materials and media used.
- Explain how your artist/designer has influenced the work.
- Add questions as to whether a certain process or style may work better ('could I try adding more colour next time?')

Typography



Typography is an important tool in your designs and used in the right way can have a real impact. Fonts can be broken into two categories: Serif fonts and San serif fonts.

Serif fonts Cambria Lucida Calligraphy STXingkai
Bookman Harrington Mistral Times New Roman

Serif fonts tend to look more old fashioned and decorative and although they have their place, are not used that widely in modern design.

San Serif fonts Source Sans Pro
Arial Calibri Comic Sans MS Gill Sans Nova
Bauhaus 93 Franklin Gothic Book Impact Tahoma

San serif fonts have a more modern feel to them. They have a simplicity that is great for modern design.