Graphic Design—Key Components Unit 1

LEES BROOK COMMUNITY SCHOOL

Unit 01 Introduction to graphic design (T/615/3956)

Unit summary	Learners will develop an understanding of the components of graphic design. They will do this by working with physical and/or digital materials and techniques. The learner will be introduced to graphic design components through personal experimental work.

Section A: key vocabulary

Vocab	Definition
Colour	Is used to show a mood, theme or feeling
Typography	Is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader.
Composition	Also referred to as layout, artwork, design and means the placement or arrangement of visual elements on a blank page.
Line	Used in graphic design to separate or enhance information
Tone	Refers to lightness and darkness in, it can help make something stand out. There are many techniques to create tone
Imagery	A visual representation of something, imagery can be created in many different ways

You will complete unit 1 during Autumn 1 and 2. You will get feedback and time to improve work where necessary. Strict deadlines will be in place.

You will complete the 3 learning outcomes by answering a range of design briefs.

You will work on Photoshop, Illustrator and use PowerPoint to communicate there work.

Useful video links

https://www.youtube.com/watch?v=YqQx75OPRa0 FUNDAMENTALS
https://www.youtube.com/watch?v=_2LLXnUdUIc COLOUR
https://www.youtube.com/watch?v=sByzHoiYFX0 TYPOGRAPHY
https://www.youtube.com/watch?v=a5KYlHNKQB8 COMPOSITION
https://www.bbc.co.uk/bitesize/guides/z8rh2nb/video TONE
https://www.youtube.com/watch?v=MELKuexR3sQ IMAGERY
https://www.youtube.com/watch?v=eec2kteGkcM IMAGERY

MARKING CRITERIA FOR UNIT 1

LO1: Information sheets on the 6 key components

Grading descriptors	Example
Pass: Describes the graphic design components	Learners must describe each of the following: colour, tone, line, composition, typography and use of imagery with annotated visual examples.
Merit: Describes the graphic design components and makes some links between them	Learners must describe each of the following: colour, tone, line, composition, typography and use of imagery with annotated visual examples. Learners will make some links between the components, eg colour and tone.
Distinction: Describes the graphic design components and explains how they are linked	Learners must describe each of the following: colour, tone, line, composition, typography and use of imagery with annotated visual examples. Learners will explain how the components can be linked giving several examples, eg understanding how design decisions affect each other in a final piece through the choice of typography, line, layout, colour etc.

LO2: Experimenting with all 6 key components

Grading descriptors	Example
Pass: Carries out purposeful experiments with some links to development of ideas	Learners will have evidence of experiments with all of the following components: colour, tone, line, composition, typography, use of imagery with some evidence of communicating ideas.
Merit: Carries out focused experiments with evidence of how this has been used in the development of ideas	Learners will have evidence of focused experiments with all of the following components: colour, tone, line, composition, typography, use of imagery with consistent evidence of communicating ideas.
Distinction: Carries out thorough experiments with clear evidence of how this has been used in the development of ideas	Learners will have evidence of focused experiments with all of the following components: colour, tone, line, composition, typography, use of imagery with consistent evidence of clear communication of ideas.

LO3: Reviewing your experiments

Grading descriptors	Example
Pass: Describes the visual impacts of graphic design components in experimental work.	Learners will describe the visual impacts of colour, line, tone, composition, typography, use of imagery in their experimental work.
Merit: Describes the visual impacts of graphic design components in experimental work, explaining choices made during experimentation with one component	Learners will describe the visual impacts of colour, line, tone, composition, typography, use of imagery in their experimental work. The learner will explain the choices, made during their experimentation with one graphic design component.
Distinction: Describes the visual impacts of graphic design components in experimental work, explaining choices made during experimentation with more than one component.	Learners will describe the visual impacts of colour, line, tone, composition, typography, use of imagery in their experimental work. The learner will explain the choices, made during their experimentation with more than one of the graphic design components.

This is the website to the course specification, it also has exam papers and exemplar work.
https://www.qualhub.co.uk/qualification-search/qualification-detail/ncfe-level-2-technical-award-in-graphic-design-4569