Design Technology—Graphic Design—Computer Game Packaging

You will rotate around Food, Graphics, Engineering and D&T throughout the year completing different projects and developing lots of new skills and knowledge

LEES BROOK COMMUNITY SCHOOL

Section A: key vocabulary

Vocab	Definition
Target market	Refers to a group of potential customers/users to whom a company wants to design/sell its products to.
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
Vector	A vector graphic is artwork made up of points, lines, and curves that are based upon mathematical equations, rather than a solid coloured square pixels.
Raster	Also called bitmap graphics, a type of digital image that uses tiny rectangular pixels represent an image.
ACCESS FM	Is an acronym designers tool used to make you think about products in a critical and analytical way.
Planned obsolescence	Planned obsolescence describes a strategy of deliberately ensuring that the current version of a given product will become out of date or useless within a known time period.

Raster against Vector:

Raster (bitmap) files: composed of pixels and depending on resolution, you're limited to how big you can make it without pixelation as this
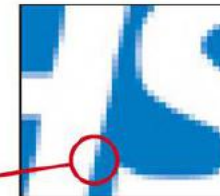
Vector (line) Art: based on mathematics, vector art is completely scalable to any size and never loses resolution.

Key terms of **Composition**:

White Space	White space is the area between design elements. It is also the space within individual design elements, including the space between typography. Despite its name, white space does not need to be white. It can be any colour, texture, pattern, or even a background image.
Alignment	Alignment is a design principle that refers lining up text or graphics on a page. A design with poor alignment will look cluttered and unfinished. But aligning elements on the page will organize your design and make it easier to read.
Contrast	Contrast is where you use two different things to make one stand out, colours, types of fonts, lines etc.
Hierarchy	Hierarchy is a visual design principle which designers use to show the importance of each piece of information: for example using different sizes or colours.
Repetition	means the reusing of the same or similar elements throughout your design. Repetition of certain design elements in a design will bring a clear sense of unity, consistency, and cohesiveness.

You will be using **Adobe Illustrator** to create your designs.
Shortcuts include:
Ctrl + S = Save
Ctrl + C = Copy
Ctrl + V = Paste
Ctrl + T = Transform

Ai

Planned obsolescence

Evolution of the Mobile Phone

Categories of **Typography** are used to represent different things and a re used to appeal to different audiences.

Serif	Sans Serif
Script	Decorative