

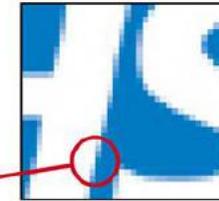
# Graphic Design—Key Components Autumn 1

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.
Layers	are like sheets of stacked acetate. Transparent areas on a <b>layer</b> let you see <b>layers</b> below. You use <b>layers</b> to perform tasks such as compositing multiple images, adding text to an image, or adding vector graphic shapes.
Branding	it typically refers to key <b>brand</b> elements such as the logo, colour scheme, typography, and other <b>design</b> components that makes a <b>brand</b> stand out from competitors, and recognizable to consumers.

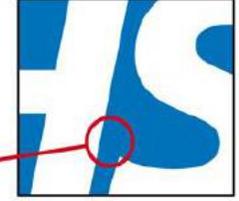
## Raster against Vector:



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



Hold down on the tools with a mark in the bottom left corner to open up more tools.

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



**Complimentary/ contrasting colours:** Opposite each other on the colour wheel, Blue and Orange – Jaffa Cakes



**Harmonious colours:** Next to each other on the colour wheel, Blue and Green – Sprite

Serif	Sans Serif
Script	Decorative



# Graphic Design—Key Components Autumn 2

## Section A: key vocabulary

Vocab	Definition
Inspiration	Getting an idea from somewhere new, this could be from a mood board, existing products or a recognised designer
Julian Opie	is a sculptor and digital artist and best known for portraits that reduce subjects to essential lines and colour.
Stanley Donwood	is an English artist and writer. Since 1994, he has created all the artwork for the rock band. He is recognised for using lino printing within his work.
Lino Printing	is a form of fine art print making where the printing plate is cut into lino. The lino is then inked, a piece of paper placed over it, and then run through a printing press or pressure applied by hand to transfer the ink to the paper.
Watercolours	is the process of painting with pigments that are mixed with water. Watercolour painting is known for being delicate and subtle. It is thin washes of transparent colour.
Photoshop	Adobe Photoshop is used mainly for photo editing and manipulation.
Illustrator	Adobe Illustrator is a vector graphics editor and design program. This software can work alongside Photoshop.
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

FILE		Basic functions dealing with the program	
ACTION	SHORTCUT	ACTION	SHORTCUT
New	Control/Command & N	Cut	Control/Command & X
Open	Control/Command & O	Copy	Control/Command & C
Close	Control/Command & W	Paste	Control/Command & V
Save	Control/Command & S	Undo	Control/Command & Z
Save As	Shift & Control/Command & S	Redo	Shift & Control/Command & Z
Export	Control/Command & E	Duplicate	Alt/Option & Shift Control/Command & D
Print	Control/Command & P	Find	Control/Command & F
Quit/Exit	Control/Command & Q	Select All	Control/Command & A
		Deselect All	Shift & Control/Command & A

EDIT		Basic functions concerning the design	
ACTION	SHORTCUT	ACTION	SHORTCUT
Cut	Control/Command & X	photos	artwork
Copy	Control/Command & C	web graphics	mockups
Paste	Control/Command & V		
Undo	Control/Command & Z		
Redo	Shift & Control/Command & Z		
Duplicate	Alt/Option & Shift Control/Command & D		
Find	Control/Command & F		
Select All	Control/Command & A		
Deselect All	Shift & Control/Command & A		

**Ps**

### Photoshop

Raster image editor



**Features**  
Layers, image adjustment, animation

**Ai**

### Illustrator

Vector graphics editor



**Features**  
Vector shapes, typesetting, artboards

Adobe short cuts, these will make you more efficient when using both Photoshop and Illustrator



These are iconic pieces of work by the designers we will be looking at.



Here are some examples of the techniques we will practice.