



GRAPHIC DESIGN KNOWLEDGE ORGANISER

YEAR 10
TERM 1

Topic: Music Promotion

History/Context:

Graphic Design is the art or skill of combining text and pictures in advertisements, magazines or books, it is the visual communication of an idea or a concept. Graphic Design is so much a part of our modern world that it is hard to imagine living without it. The printing press in Europe saw humans able to recreate text, art and design on a massive scale and for relatively cheap.



Graphic Design as we know it today really started developing in the modern era. The first graphic design agency was created in 1903, followed by one of the most famous, in Germany called Bauhaus, in 1919.



Adobe Photoshop - first released in 1990 - even on its own changed the face of graphic design. Photo manipulation created a whole new subcategory of graphic design, blending together elements of photography, illustration and text.

Look around - design is everywhere. From a cereal box to a music poster to the process of ordering an Uber. There are endless opportunities for you to make your mark as a graphic designer.

Graphic Designers:

Tim Marris

Tim Marris work is a frenzied mix of drawing, photography, print and digital techniques and is influenced by American pop cultures. He lives overlooking the sea on England's south coast and his work has been commissioned by Nike, Geffen Records and Audi.

Tim Marris uses lots of different techniques including Photoshop and illustration. He studied at Central St. Martins, an Art college in London which has had many famous artists, fashion designers and photographers graduate from there.

His work is very colourful and modern and the key features include arrows, stars and other motifs. Tim Marris work uses lots of different layers which creates a collaged effect. By using a number of images associated with a theme (for example, music) Tim Marris easily communicates the idea of music. He uses textures to create a sense of the work being hand-made, even though it primarily looks digital.

Key Literacy Vocabulary:

Composition - the placement of relative subjects and elements within an image or scene to create a pleasing feel.

JPEG - an image format (Joint Photographic Experts Group) and is most common default setting for photos

PSD - an image format (Photoshop Document) and is the default setting after you've edited an image with multiple layers.

Digital - work produced using digital media, such as a computer using Photoshop.

Layers - mainly used in Photoshop, each layer represents a different image in a composition.

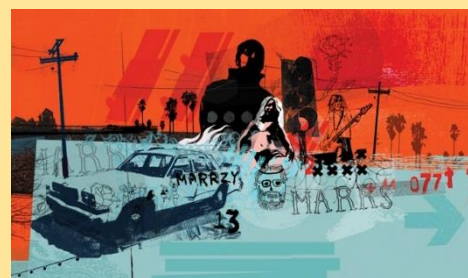
Style - style is the way the artwork looks.

Mixed-media - mixed-media is when more than one material is used to create a piece of work

Annotation - written response to artist work or style, can include your own personal response

Relevant Images:

Tim Marris



Photoshop Tools

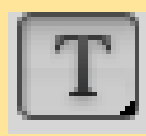
Move Tool



Magic Wand Tool



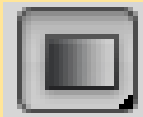
Text/Type Tool



Crop Tool



Gradient Tool



Polygonal Lasso Tool



Music Promotion Examples

