



GRAPHIC DESIGN KNOWLEDGE ORGANISER

YEAR 10
TERM 3

Topic: Music Promotion

History/Context:

The word typography usually denotes the activities and concerns of those most involved in and concerned with the determination of the appearance of the printed page.

Typography has its roots in printmaking, which is the process of creating designs by printing them from specifically prepared plates or blocks.



Printing really took off in Britain thanks to a man called William Caxton, who had travelled Europe to learn the process of printmaking. The first dated book printed in England was issued from Caxton's press in 1474 (15th century).

As printing grew in production and popularity, new font designs emerged and to this day, new typography is still being released. Graphic designers in the modern day have the luxury of endless tools and technology to create a wide range of typographic styles and entire font families.



Typographers:

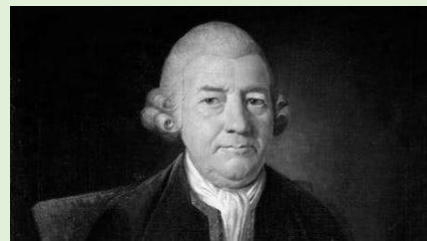
Max Miedinger

Most famous for creating the Helvetica typeface, he was Swiss and created this in the mid-1900s.



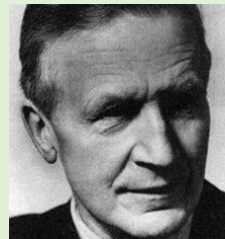
John Baskerville

Baskerville was a British typographer, creating the 'Baskerville' font still used today in the 18th century.



Paul Renner

Renner was a German man, creating the font 'Futura' in the early 20th century.



Key Literacy Vocabulary:

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

Typography - the art and technique of arranging type to make written language legible, readable and appealing when displayed.

Serif - relates to a typeface with a decorative stroke on the stem of a letter face.

Sans-serif - relates to a typeface with no decorative strokes on the stem of the letter face.

Genre - a style or category.

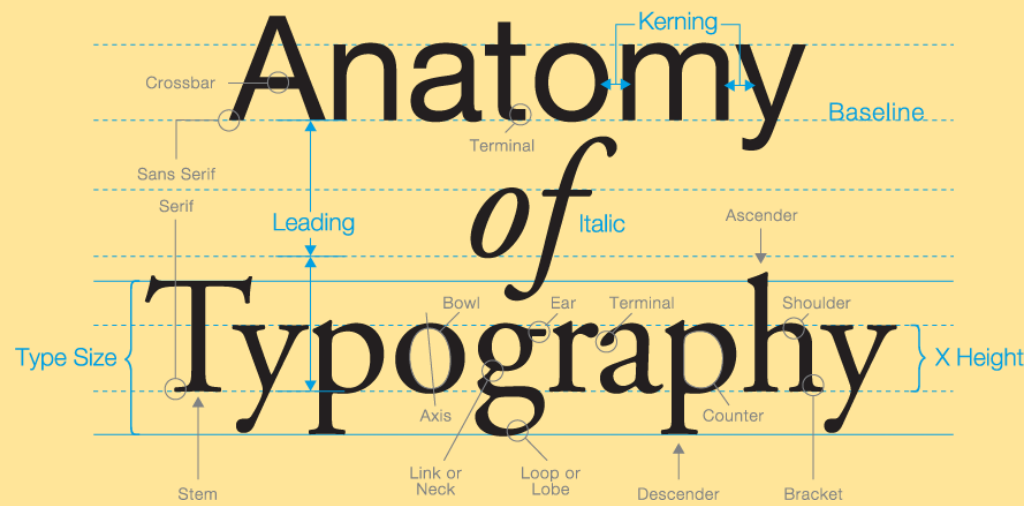
Mood - the general atmosphere, or feelings that a work of art generates.

Typeface - a design of type.

Style - relates to a distinctive appearance, typically determined by the principles to which something is designed.

Relevant Images:

Typography



Creative Typography Examples

