



GRAPHIC DESIGN KNOWLEDGE ORGANISER

YEAR 10
TERM 4

Topic: Music Promotion

History/Context:

Ever since photography has been around, it has been utilized as a key component of advertising. Look back at early advertising and you will most likely see an image that became a staple for that company. Illustrations were used early on, but photography images capture emotion.



As the saying goes, 'a picture is worth a thousand words.' As a visual communicator, photography is essential to the graphic designer in diverse ways, since images can mean a lot in communication as far as the 'look' of a piece of work goes.

Photography is also an important part of branding, hence the connection with graphic design. Graphic designers manipulate photos to communicate an idea. Some employers look for graphic designers with a photography background and vice versa.



Don't start designing until you have all the imagery you know you'll be using. The quality, size and subject may well dictate the design direction.

Guide to taking photos:

Photographing musicians

Think about the theme - you need a specific idea about how you would like your photographs to look, modern, old fashioned, light, dark etc.

Consider your location carefully. Of course you can take photographs in school, a white or solid colour back drop makes it easier to then cut around images, but if you wanted to be more creative you could think of a better location for your photographs.

The poses your model is in will also be important in your photographs - make sure you get plenty of different ones as they will work in different ways. Look at Tim Marr's work and the photographs he uses to give you some inspiration.

Showcase the style of music that your musician produces in the photographs, this will come through in the location of the photoshoot and the theme you decide on. For example, if you were trying to photograph a rock musician, you might do this in a dark alley and have them wear dark or bright clothing. The poses they do might be more "moody" than others and they may not look right at the camera.

Key Literacy Vocabulary:

Photography - the art and practice of taking a photograph.

Layout - the way in which the parts of something is arranged or laid out.

Move Tool - the move tool allows you to move a selection or entire layer by dragging it with your mouse.

Magic Wand Tool - this tool helps you to select parts of an image you wish to edit.

Edit - to make a change, enhancement, correction or manipulation of a piece of digital work.

Blending Mode - a blending mode simply tells two layers how to work together to create a combined image. Overlapping pixels will blend differently depending on what mode you select.

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

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

Relevant Images:

Equipment



DSLR



Battery



Studio lighting

SD Card Reader



Tripod



SD Card



Photography in Graphic Design

