



# GRAPHIC DESIGN KNOWLEDGE ORGANISER

YEAR 10  
TERM 6

## Topic: Music Promotion

### History/Context:

The final part of the music promotion design process, and maybe the most crucial - is the creation of merchandise for your musician or band. Merchandise is used to not only make more money for musician managers and record companies (you can often pay a premium for merchandise) but also to create a sense of community and identity within a group of people who all enjoy the same band or music genre.

Some merchandise can be a bit quirky and unique in it's style, for example, AC DC oven gloves, or a rolling stones telephone. Items developed should be relevant to the brand and what you are trying to communicate.



Commonly, you will find merchandise available for most well-known bands, singers and musicians, these will usually be t-shirts, bags, lanyards and even vinyl designs for old records.



Be creative with your design of merchandise - think outside the box! If your chosen musician is a little bit "out-there", do something similar, for example maybe a collaboration with an existing brand.

### Key Terms:

#### Develop

You are assessed on your ability to: **develop ideas through investigations, demonstrating critical understanding of sources.**

What this means, is, you will be assessed on how well you create your own piece of work developed from the ideas you've seen by the designers we've studied.

They need to unique and interesting ideas and they also need to be done for a reason.

#### Refine

You are assessed on your ability to: **refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.**

This means that you need to try lots of different ideas, even if they don't work out - this is the bit where you get marks if you make mistakes! Just make sure those mistakes inform what you do next.



### Key Literacy Vocabulary:

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

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

Photography - the art and practice of taking a photograph.

Logo - a symbol or other small design adopted by an organisation to identify its products and services.

Design - the process of visual communication and problem-solving through the use of typography, photography and illustration.

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

Final product - a selection of work that is created as a response to the initial theme given.

Merchandise - branded products used to promote an idea, person, group or company.

### Relevant Images:

#### Music Promotion Merchandise Examples



#### T-Shirts



Pin badges

Tote bags



Lanyards



Stickers



Headphones

#### Vinyts



