

What is Graphic Design?

Graphic Communication is defined as the process of designing primarily visual material to convey information, ideas, meaning and emotions in response to a given or self-defined brief.



Online Learning: Week 1 Task

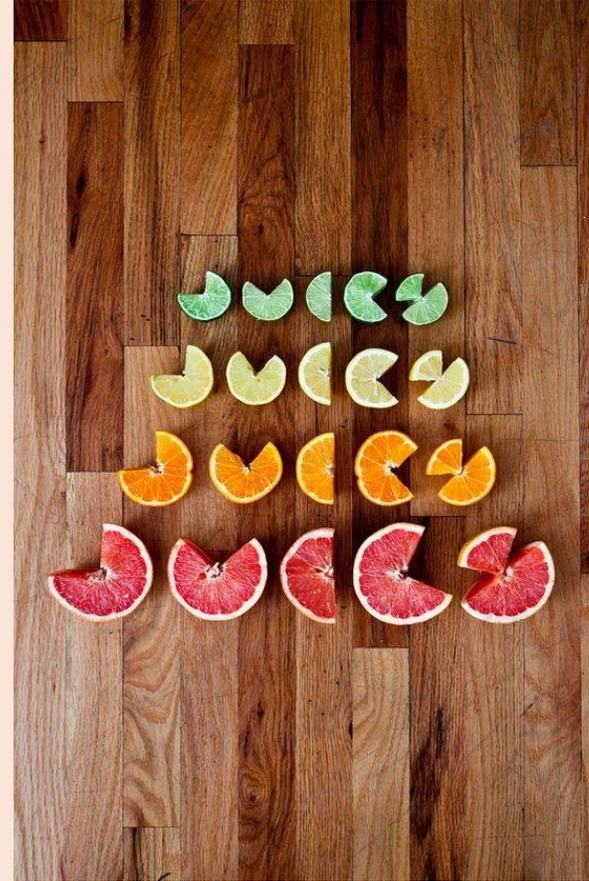
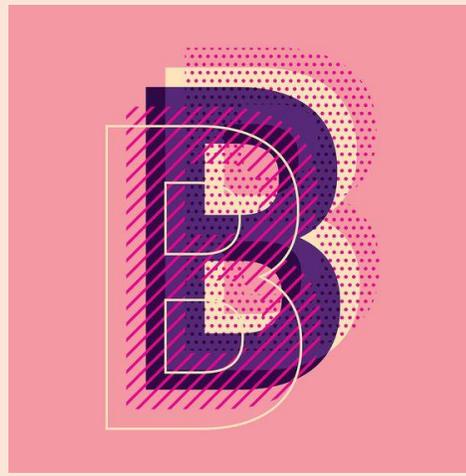
On Slides 3-11 there are examples of different types of Graphic Design.

I would like you to create a poster that shows/ explains what each type means.

Include text and images – consider how you can make it look visually exciting through your choice of colour, typography and layout.

You can either do this on PowerPoint if you have access to it or you can do it by hand.

Typography

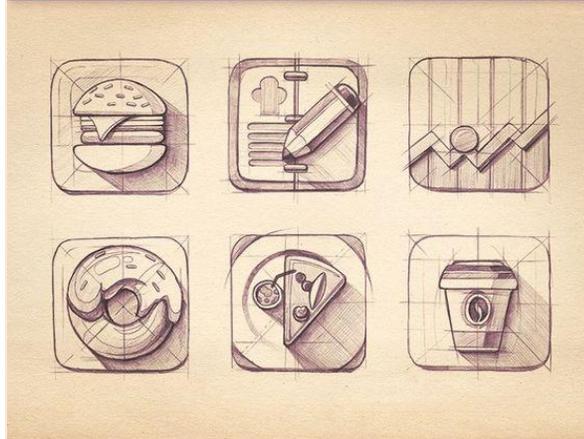
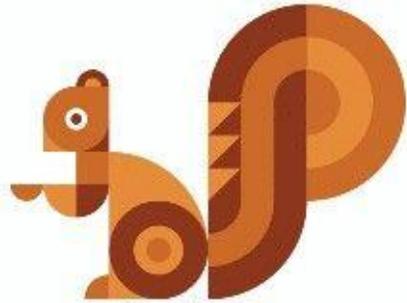


Vector Graphics

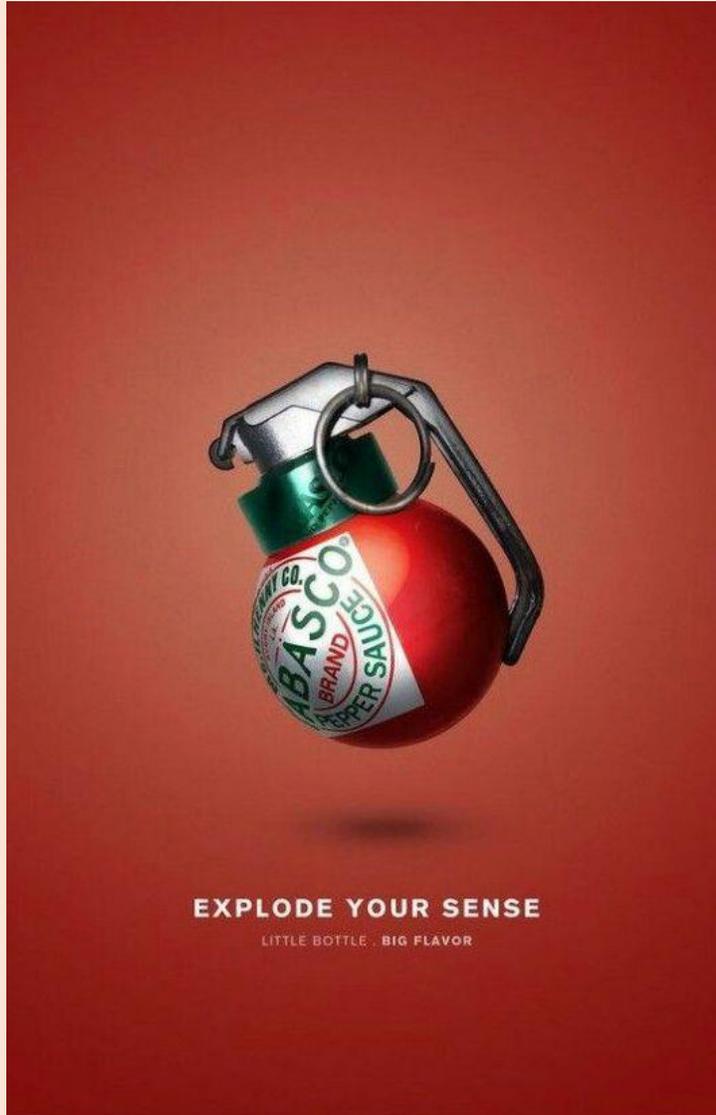
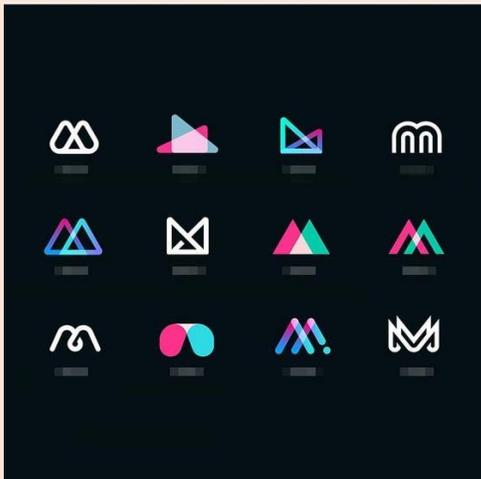
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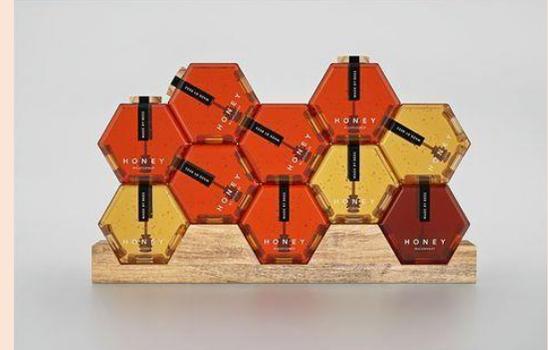
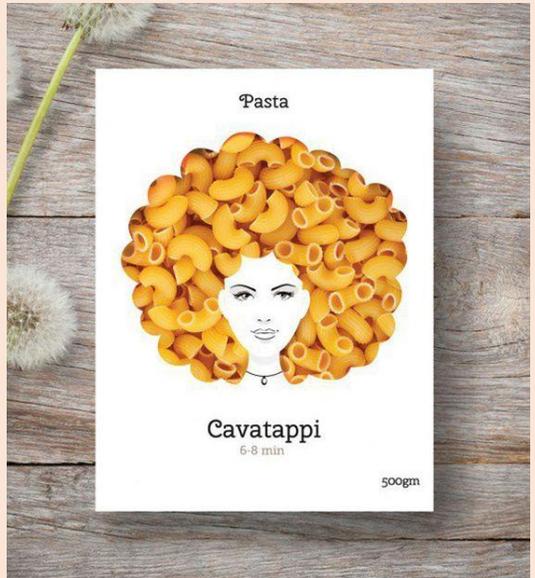
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Advertising and Branding



Packaging Design



Infographics

The Shapes of Stories by Kurt Vonnegut

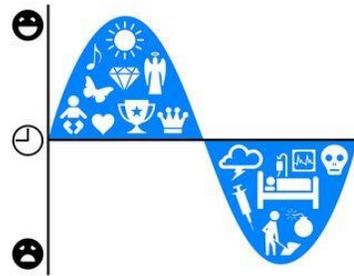
Kurt Vonnegut gained worldwide fame and adoration through the publication of his novels, including *Slaughterhouse-Five*, *Cat's Cradle*, *Breakfast of Champions*, and more.

But it was his rejected master's thesis in anthropology that he called his prettiest contribution to his culture.

The basic idea of his thesis was that a story's main character has ups and downs that can be graphed to reveal the story's shape.

The shape of a society's stories, he said, is at least as interesting as the shape of its pots or spearheads. Let's have a look.

Designer: Maya Elam, www.mayaelam.com
Sources: *A Man without a Country* and *Palm Sunday* by Kurt Vonnegut



Man in Hole Boy Meets Girl From Bad to Worse Which Way Is Up?



The main character gets into trouble then gets out of it again and ends up better off for the experience. The main character comes across something wonderful, gets it, loses it, then gets it back forever. The main character starts off poorly then gets continually worse with no hope for improvement. The story has a lifetime ambiguity that keeps us from knowing if new developments are good or bad.

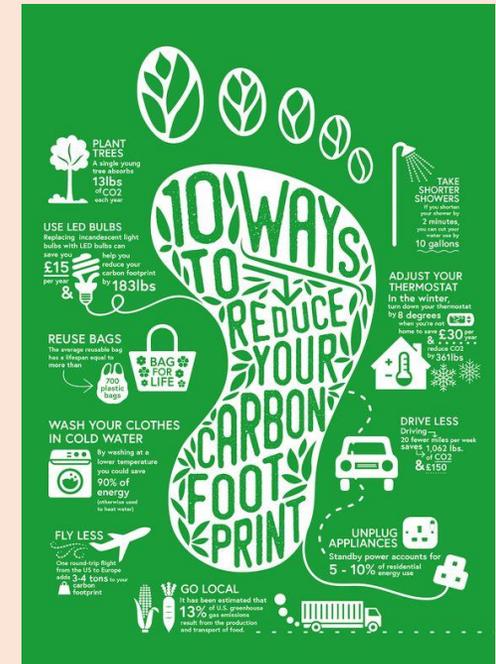
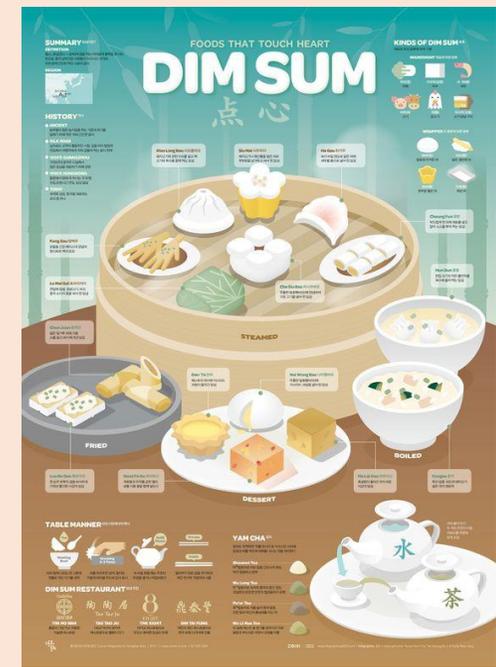
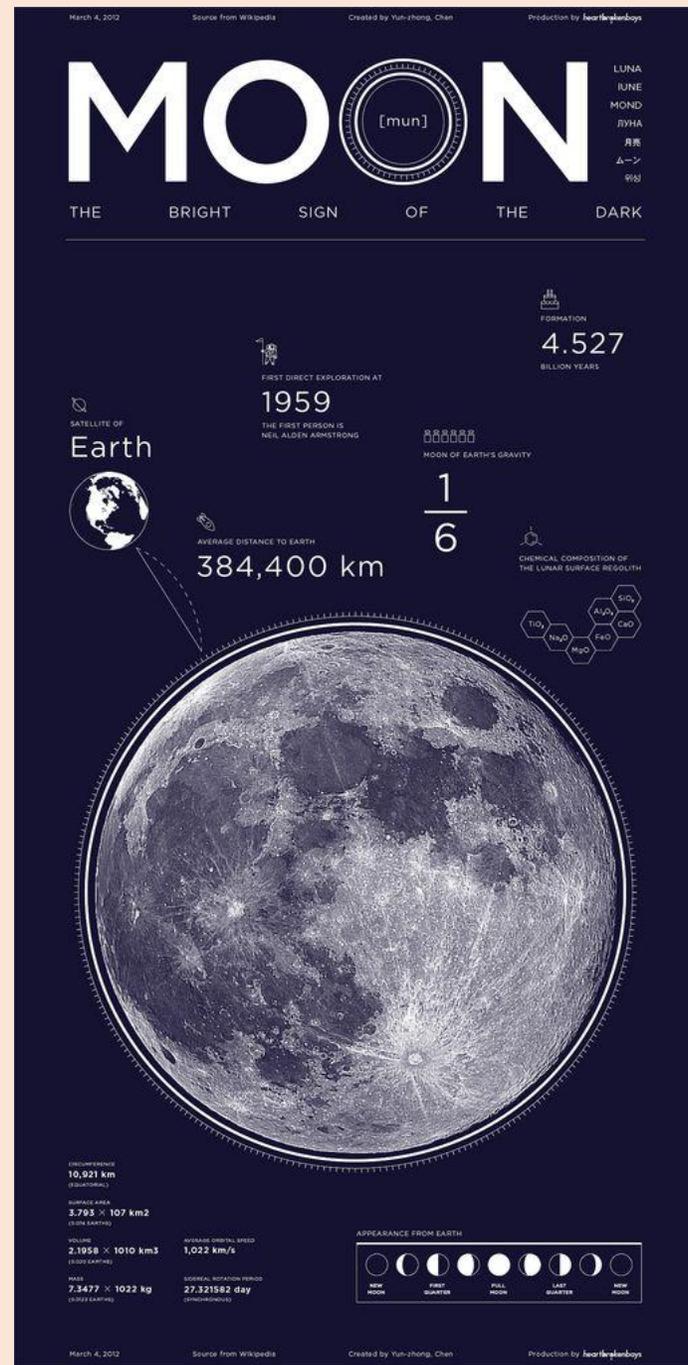
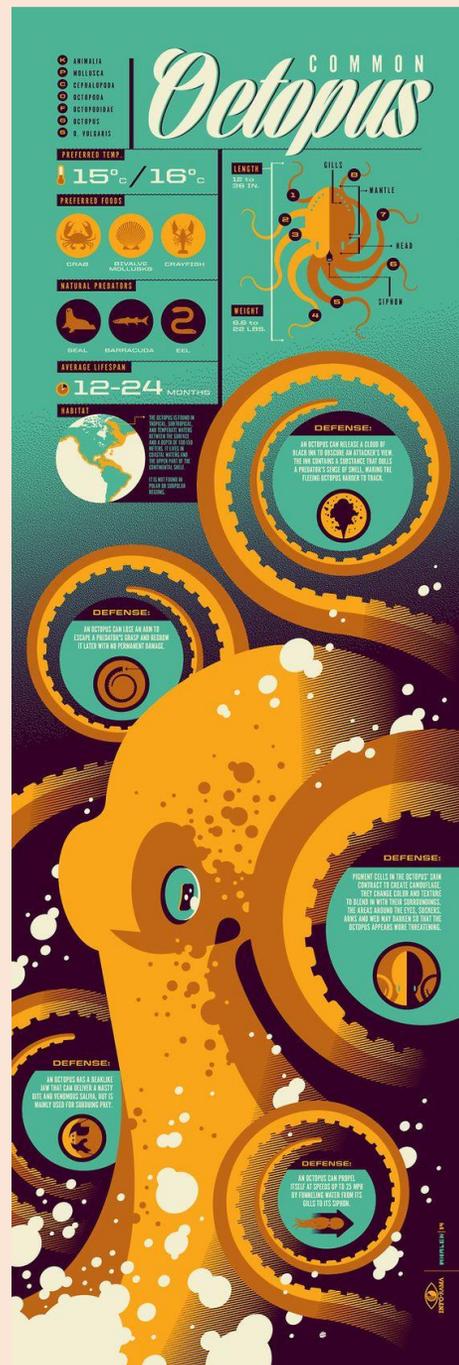
- Arsenic and Old Lace
- Harold & Kumar Go To White Castle
- Jane Eyre
- Eternal Sunshine of the Spotless Mind
- The Metamorphosis
- The Twilight Zone
- Hamlet
- The Sopranos

Creation Story Old Testament New Testament Cinderella

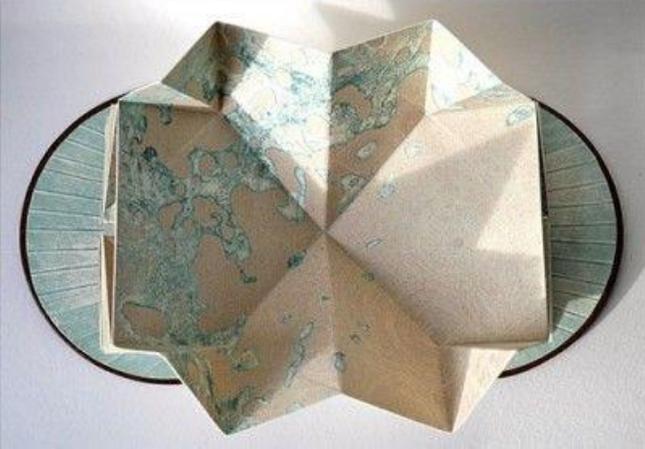
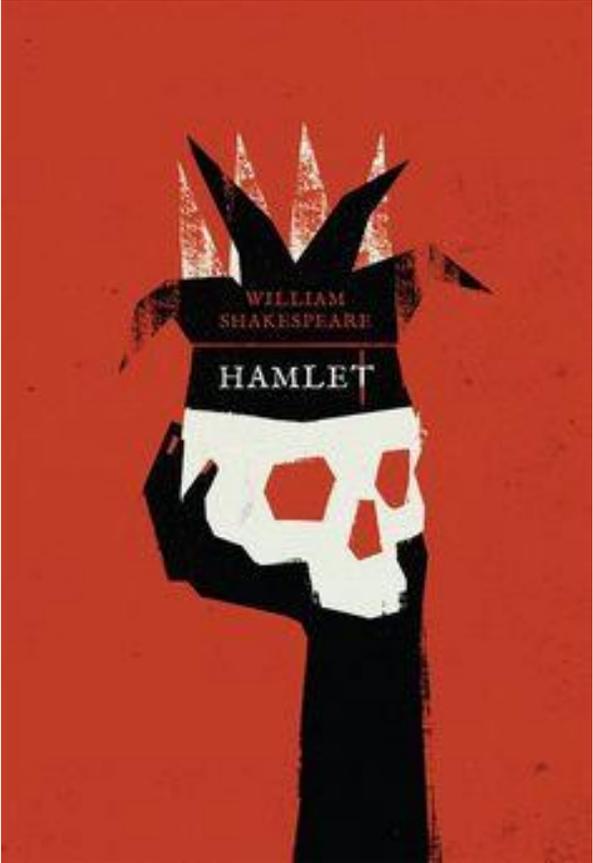
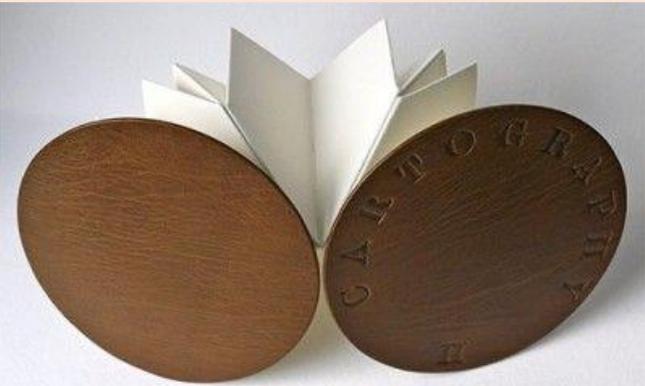


In many cultures' creation stories, humankind receives incremental gifts from a deity. First major staples like the earth and sky, then smaller things like sparrows and cell phones. Not a common shape for Western stories, however. Humankind receives incremental gifts from a deity, but is suddenly ousted from good standing in a fall of enormous proportions. Humankind receives incremental gifts from a deity, is suddenly ousted from good standing, but then receives off-the-charts bliss. It was the similarity between the shapes of Cinderella and the New Testament that the famed Vonnegut for the first time in 1947 and then over the course of his life as he continued to write essays and give lectures on the shapes of stories.

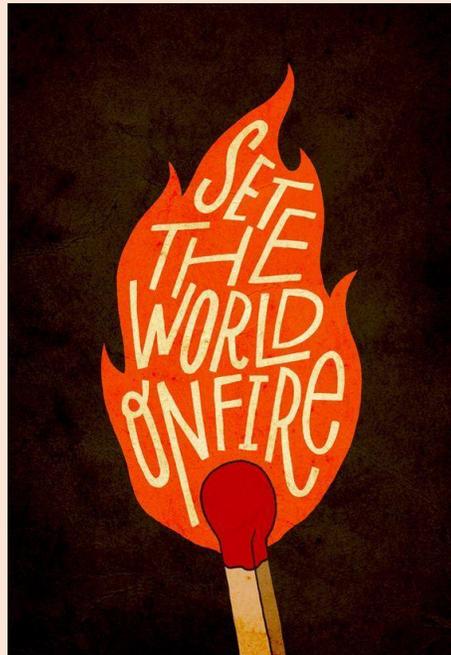
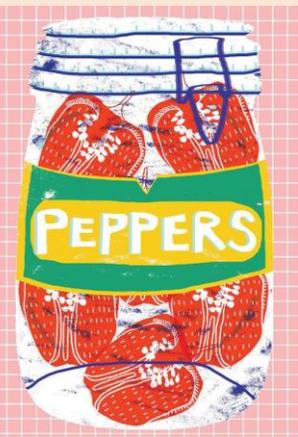
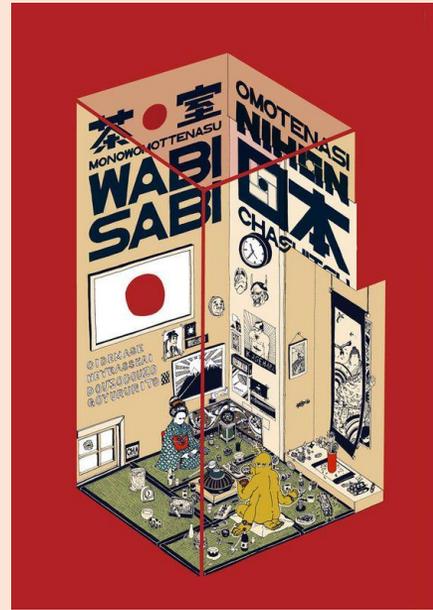
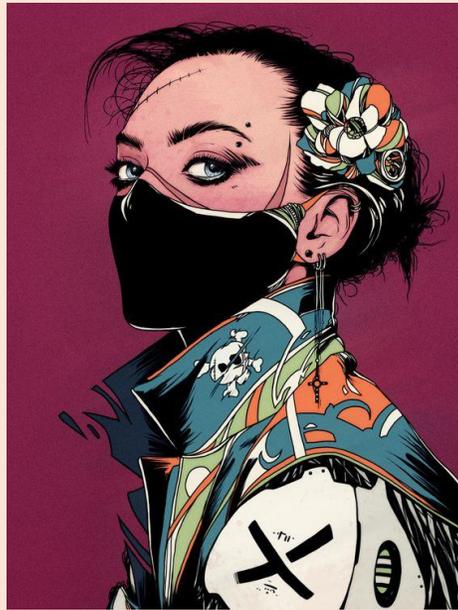
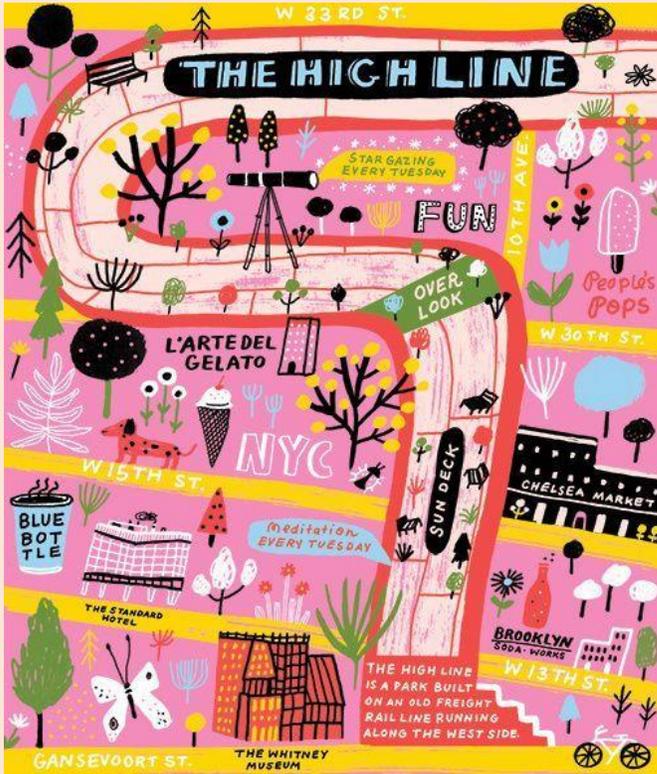
- Great Expectations
- Great Expectations with Dickens' alternate ending



Design for Print

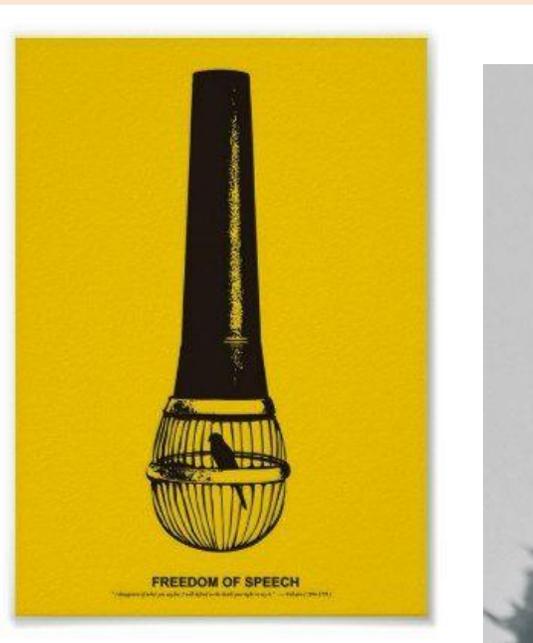


Illustration



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Issues & Message



Printmaking and Papercut



Online Learning Week 2 – An introduction to Line and Tone

During today's session, you will be:

- looking at examples of line and tone
- seeing how they are used in graphic design
- creating a simple image using line and tone

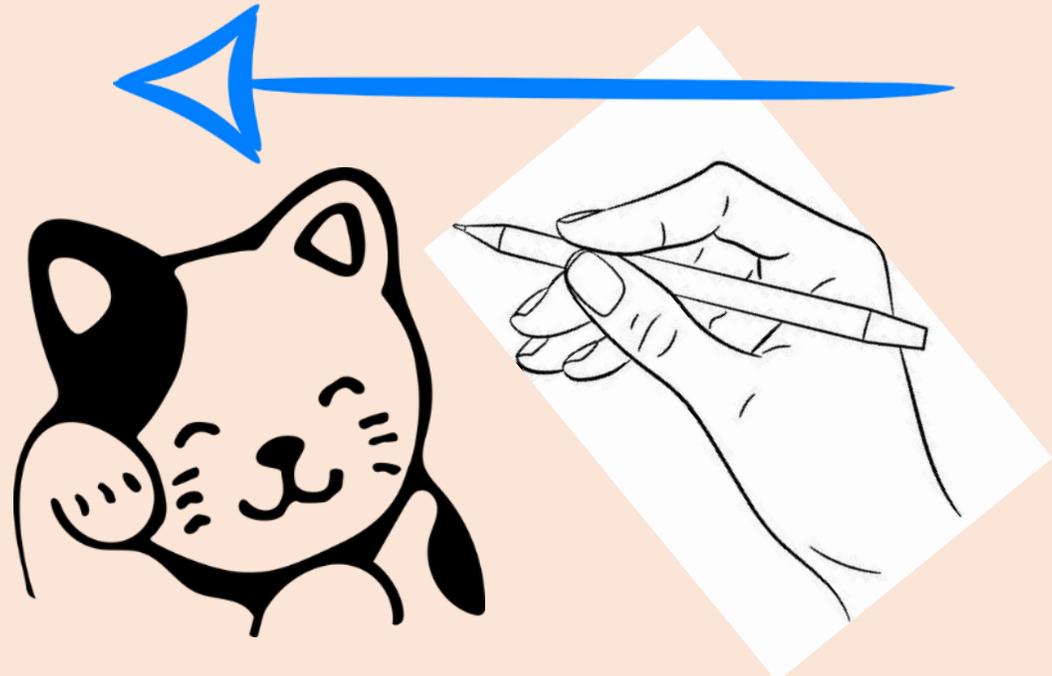
Today you will need:

- Access to either PowerPoint and the internet or Magazines/ books with images.
- Pencil and Paper

Line is a basic element in design; a long, thin mark on a surface.

It can describe the edge of an object, follow a route or **delineate** the boundary between different things.

Lines can be used in graphic design to convey information, a sense of movement or a feeling.



Tone can describe how light or how dark an object is.

Tone can be used in graphic design to convey importance. It can also create contrast and can help to convey meaning.



Often, line and tone work together in graphic design to create images.

Working together, they can make complicated images or information easier to read.



Line and tone have been used from the earliest human designs. Tools were used to scrape and carve lines in rock, while natural minerals were used to make 'earth tones' of browns, reds and yellows.

Line and tone are used in many ways by different cultures.

(Note that colours can have tones too!)



Line and Tone today

Line and tone are often used in graphic design to create bold, contrasting images. These are easier to see from a distance and stand out on a computer screen or magazine page.

Two of the images here use shades from white-grey-black to bring out elements of the picture.



Are you seeing clearly?

Successful graphic design produces information and images that are clear, attractive and easy to read and understand.

To achieve this they use line and tone in a thoughtful and careful way.

Look at the images below...

- What information is clear/ Lost?
- What do you notice first when you look at them?
- Where do you have to pay careful attention to work out details?
- How has line and tone played a part in helping you to read the image?



Tonally contrasting images

The stronger the differences in tone, the stronger the contrast, the bolder the image. Reducing tonal contrast makes an image softer and less clear.

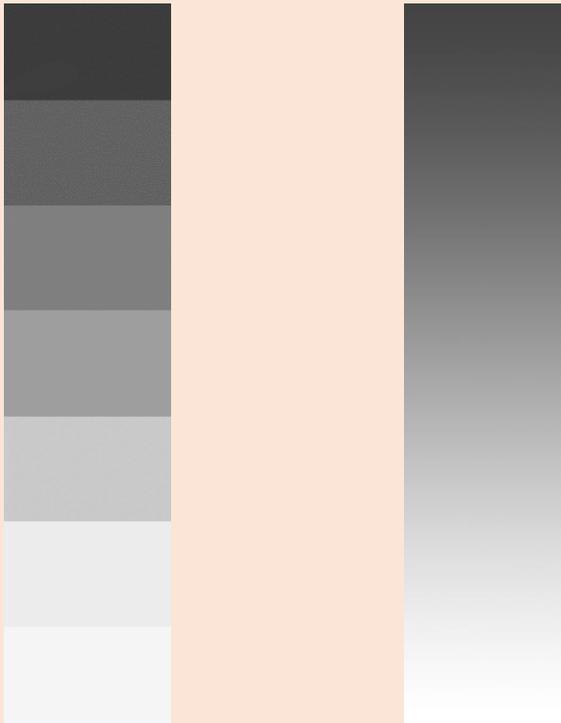
How would you describe these two contrasting images?



Tone gradients 1

A full tonal range includes all shades from darkest (black) to lightest (white).

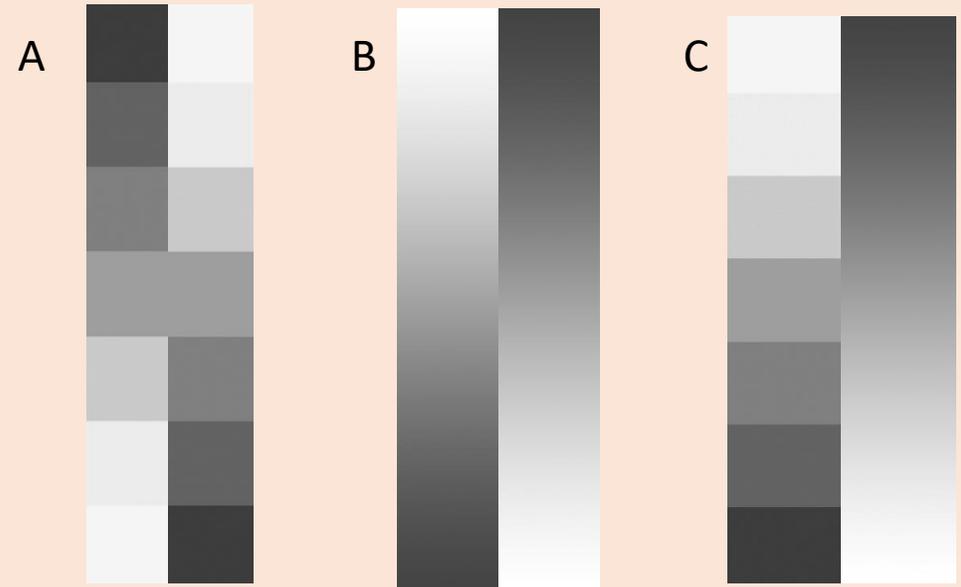
In the columns to the right, we can see these arranged in blocks and in smooth gradients.



Tone gradients 2

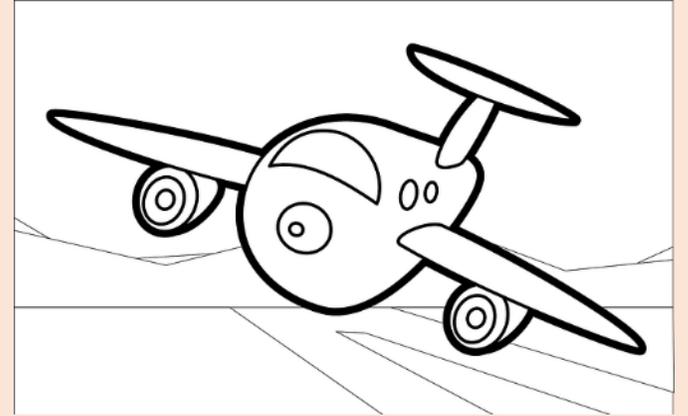
If we add further columns, with the tones reversed, some interesting effects are seen.

Where do you see the strongest contrasts?
How would you describe the different effects in columns A, B and C?



Line for order and expression

To **underline** something is to say it is more important. Look at the images to the right and see how some parts of the image seem more important.



How are lines used to express feelings?

Where do you notice lines separating elements?



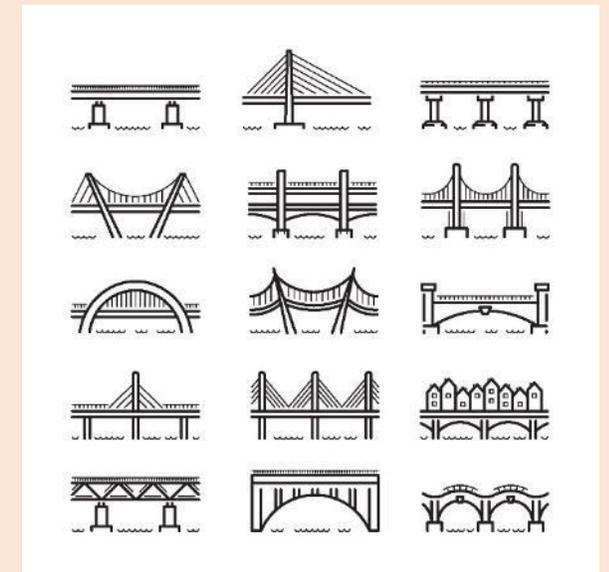
Line for order and expression

Lines can come in lots of different thickness, can be smooth or grainy. Look at the lines to the right, how would you describe the differences between them?

Are any of the lines described by these words:

Spidery Bold Faint

Angry Happy Calm



Today's Task

1. Search through books, magazines or websites and identify a variety of tonal contrasts and line styles. Find two examples of very different styles.
2. If you have access to a computer cut and paste the images or if not draw a rough copy of each of them on a piece of paper.
3. For each example add notes to discuss the use of line and tone and the effect on the image. How effective are they at showing a particular look? How easy is it to read each one?

If you have time, see if you can find out a name for the different styles or the designer of the work.

Are you able to...

- Provide a simple explanation of what **line** and **tone** are?
- Identify graphic design examples showing very different uses of **line** and **tone**?

Online Learning Week 3

Today you will need:

- Access to music either from the internet, CD or TV (It can be any song)
- Pencil and Paper

Today's Task

Using what you learnt about Line and Tone last lesson I would like you to sketch ideas for an A4 poster using just line and tone to illustrate some music.

To help ideas develop:

- Listen to a short piece of music
- Think about the kind of lines and tones you might use (thick or thin)
- Does the music seem 'light' or 'dark'?
- Does it follow a straight, angled or curvy path?



Online Learning Week 4 – An introduction to Typography

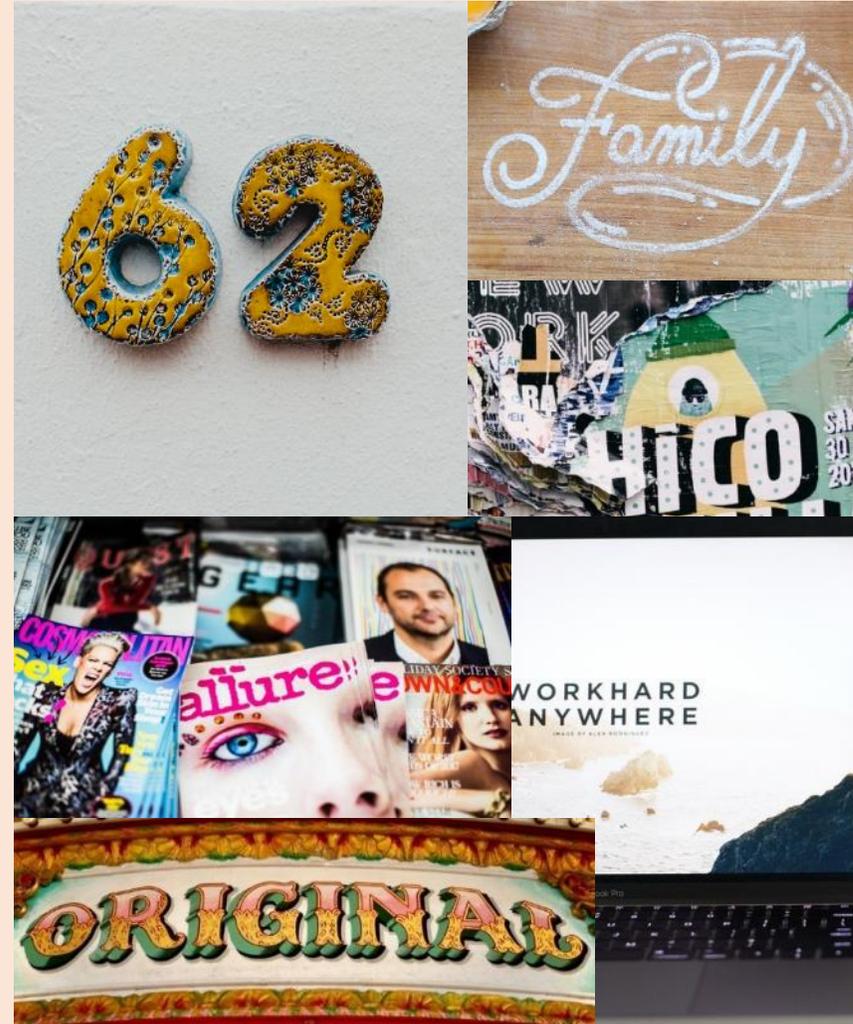
Today you will need:

- Pencil and Paper

What is typography?

Typography is the effective selection of letters and words, numbers and symbols intended for print or digital reproduction.

Typical applications involve books, magazines, posters, packaging, signs and websites.



What is Typography?

Typography involves choosing:

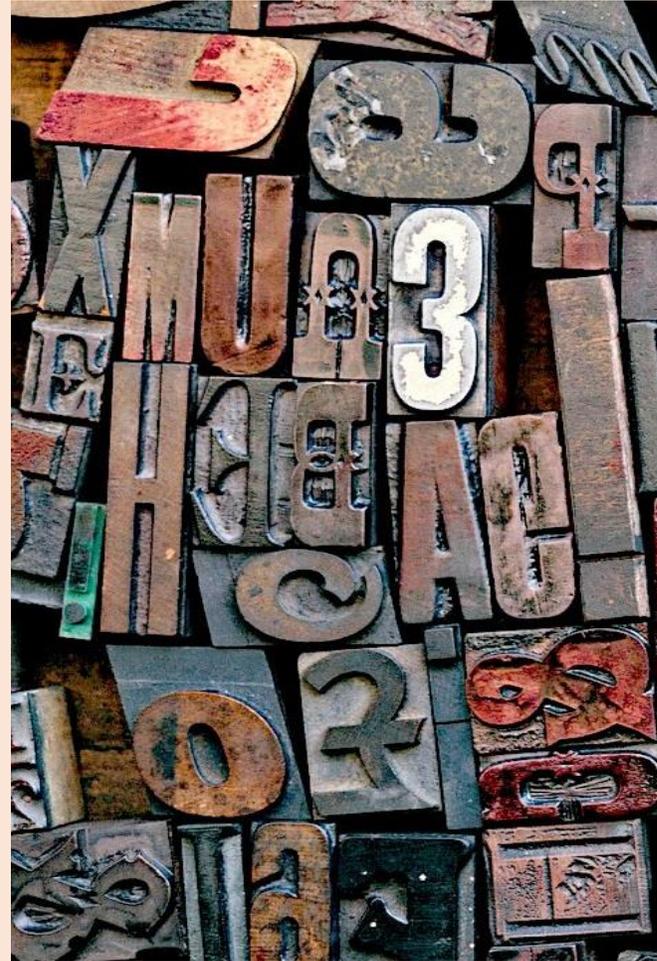
- the style, size and colour of letters
- the length of lines
- the space between lines
- the space between the letters



Letterpress

Between the 15th and 19th century, printing letters and words was done by pressing a wooden or metal block coated in ink against the paper on a 'printing press'. This took a long time to set up as each letter had to be positioned by hand.

Today, everything is done using a computer. However most of the technical terms date back to the days of 'letterpress'.



Successful typography produces information that is **appropriate**, **attractive** and **easy to read and understand**.

The style of typeface used needs to be appropriate to the circumstances it is being used in.



The choice of the typeface lettering that is used can make a big difference to the way the message comes across to the reader.

It can help make them respond to the message in the desired way, such as being alarmed, reassured, happy, angry, etc.

Official

Romantic

Suprise!

Traditional

Anger

Fun

Old fashioned

Technical

Typeface designs tend to fall into one of four main styles:

- serif
- sans-serif
- script
- display or decorative

Typeface designs are called **fonts**.

Serif

Sans-serif

Script

DECORATIVE

Font styles

Serif fonts

A serif is a line or stroke added to the main body of a letter.

This helps make the letters and words easier to read.

It also provides a more traditional look.

ABCDE

FGHIJK

lmnopq

rstuvxyz

012345

6789

Font styles

Sans-serif fonts

Letter forms that do not include serifs, are known as 'sans-serif', i.e. 'without serifs'.

These letters are bold, clear and modern looking.

They are often used for titles and headings.

A B C D E
F G H I J K
l m n o p q r
s t u v w x y z
0 1 2 3 4 5
6 7 8 9

Font styles

Script fonts

These letters aim to look as if they are handwritten.

They can be in an old-fashioned, formal historical style, or something more casual or modern.

However, script fonts can be difficult to read.

A B C D E
F G H I J K
l m n o p q r
s t u v w x y z
0 1 2 3 4 5
6 7 8 9

Font styles

Display or Decorative fonts

These are designed specifically to attract attention as a main heading on a page, poster or shop sign.

These fonts can be serif, sans-serif or script.

Certain designs can suggest historical associations or other visual qualities.

A B C D E
F G H I J K
L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5
6 7 8 9

Font styles

Identifying different fonts

Each different font design has its own name. These are usually based on:

- the name of the designer
- the name of the company that produced them, or
- the appearance of the design

Minion Pro

Helvetica

Bickham

NICKLEY NF

Task 1: Typefaces

1. Search through magazines or websites and identify the use of a variety of typefaces, i.e. Serif, Sans-serif, Script and Display or Decorative.
2. Choose one example of each style. Either cut out and stick on your paper or draw a rough copy of each of them on a piece of paper.
3. For each example add notes to discuss why you think that typeface was chosen. How effective is it at conveying a particular look? How easy to read is each one?

Typeface weight

Most typeface designs come in a range of variations in terms of **weight** (or thickness) – from extra light to extra bold.

Bolder letters are easier to read, so can be smaller in size. Lighter letters need to be larger, but this can help fill up space.

Letters can also typically be *italic* (sloping), *condensed* (squashed together), *e x t e n d e d* (stretched out) or *outlined*, or combinations of these.

Helvetica

Helvetica Bold

Helvetica Italic

Helvetica Bold Italic

Helvetica Light

Helvetica Condensed

Helvetica Extended

Helvetica Outline

Choosing the size and weight of a typeface

When deciding which height and weight of a font to use, the following need to be considered:

- The amount of text that needs to be fitted onto a page
- The amount of available space for the text

If the amount of text on a page is small, the size and weight of the letters can be large and bold.

If the amount of text on a page is large the lettering will have to be a lot smaller and lighter in order that it can all be placed on the page. By experimenting with different weights of lettering it is still possible to make the text easy to read. If there is an illustration on the page, this will also reduce the amount of space available for the text.



Task 2: What's my name?

Design and make a simple name badge for yourself.

Consider:

1. What exact name do you want on your badge? E.g., surname, first name, nickname, etc.
2. Choose an existing typeface style that expresses your character in some way, e.g., fun, serious, creative, loud, quiet, etc.
3. Decide what size and weight to make the lettering to fit on the badge size.
4. Make sure you record your initial ideas and experiments on your paper.