

3.7 Graphic Design and Illustration

Name: _____ Class: _____ Date: _____

Total: 10 marks

KEY WORDS hierarchy 层级 • type 字体 • typography 字体设计 • graphic design 平面设计 • message 信息

Objective

Build the skills to communicate with **graphic design** 平面设计 and illustration.

You must be able to:

- explain that graphic design communicates a **message** 信息
- use **hierarchy** 层级 to order information
- combine **typography** 字体设计 and image
- match style to audience and purpose

1 Worked examples

Study these first. Each one shows the method for a task used later.

■ Design communicates

Graphic design solves a communication problem — a poster or logo must convey a **message** clearly to an audience.

■ Visual hierarchy

Hierarchy ranks elements by importance (size, weight, placement) so the eye reads the most important thing first.

■ Type and image

Effective design integrates **typography** with imagery; style (playful, formal) must fit the audience and purpose.

2 Practice

2.1 Arranging elements so the most important is seen first creates visual

[1]

- **A** hierarchy
- **B** texture
- **C** edition
- **D** saturation

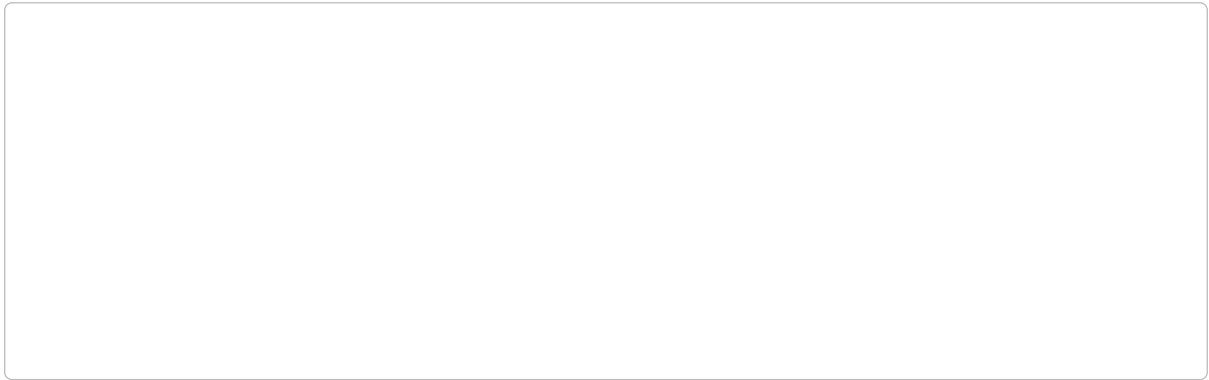
2.2 Explain the main goal of graphic design. [2]

2.3 State one way to create visual hierarchy. [1]

3 Studio & portfolio tasks

3.1 Design a **poster thumbnail**.

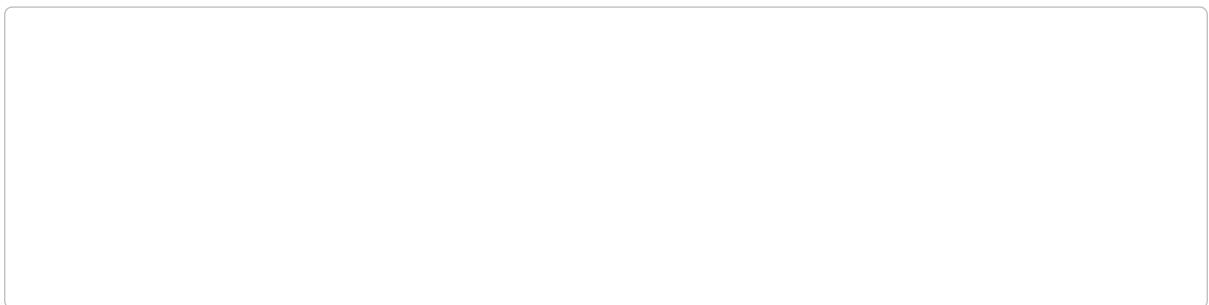
(a) Lay out a title, image, and detail with clear hierarchy. [3]



3.2 Match style to audience.

(a) Name the audience and the style you would use, and why. [1]

(b) Thumbnail a variant fitting that audience. [2]



Solutions

2.1 A. ordering by importance = visual hierarchy.

2.2 to communicate a message clearly to a specific audience/purpose.

2.3 vary size, weight, colour, or placement to rank importance.

3.1 Look for: three levels of hierarchy readable in order (2); type and image integrated, not separate (1).

3.2 Look for: style justified for the named audience/purpose (1); thumbnail's tone matches it (2).