

# Year 10 Graphic design Knowledge organiser Spring Term



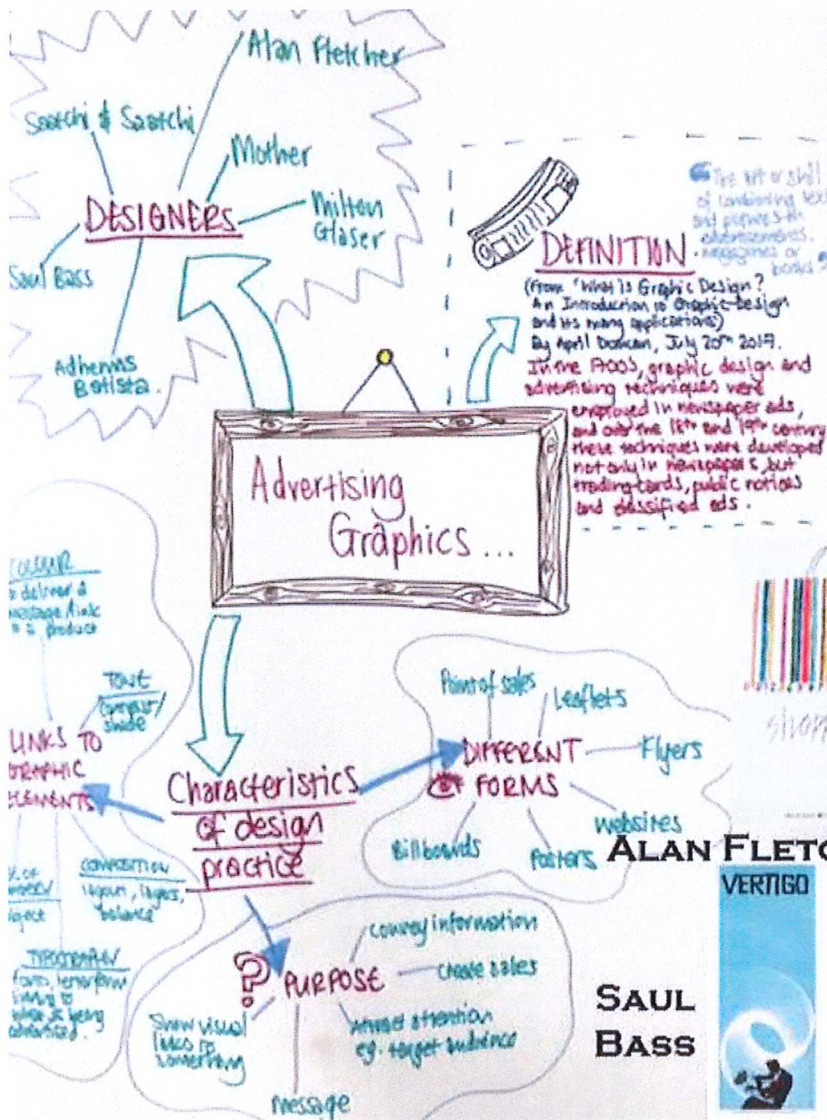
## Learning topic 2: the work of graphic designers

TC1 - Understand a range of graphic design work and their associated features.

TC2 - Know about a range of different employment opportunities in the graphic design sector.



There are many different areas of graphic design and many different job roles within those areas. In term 2 you will learn about these areas and focus on one, such as advertising graphics, analyse their characteristics and begin to create work in the style of established graphic designers.



## ADVERTISING GRAPHICS

the balance What is Graphic Design?

### What is Graphic Design?

An Introduction to Graphic Design and its Many Applications



The dictionary definition of graphic design is the art or skill of combining text and pictures in advertisements, magazines, or books. While that's accurate, it also barely scratches the surface of what graphic design really is, and how important it is to modern society.

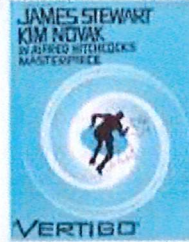
A Brief History of Graphic Design

### MILTON GLASER



### SAATCHI & SAATCHI

### LABOUR STILL ISN'T WORKING



### SAUL BASS