

KEY KNOWLEDGE 2: language

Line	Line is the path left by a moving point. A line can be horizontal, diagonal or curved and can also change length.
Tone	This refers to the lightness or darkness of something. This could be a shade or how dark or light a colour appears.
Media	The materials and methods used to produce a piece of art or design.
Composition	How the elements of the work are put together.
Assessment Objectives (AO)	There are 4 assessment objectives that are used to mark your work in this GCSE.
Consistent	The standard of Control, Accuracy and Neatness is maintained throughout.
Annotation	Key information alongside your work. A record of your experiences, thoughts and emotions connected to an image.
Refinement	Developing and modifying to improve and adapt your work. Not just repeating using a different media.

KEY KNOWLEDGE 2: contextual designers and designs

- Looking at type designers to help your own work.
- Showing that you can analyse designs that inspires you and that you understand the cultural background to the designs.
- Take the designers work further and make them your own; copy a section, recreate the whole image or complete your own original piece in the artists style; use their visual language
- Presentation is important so take time and care to show Control, Accuracy and Neatness

KEY KNOWLEDGE 3: type anatomy

- Uppercase – capital letters
- Lowercase – non capital letters
- Serif – brackets on the end of some type designs
- Sanserif – letters with no serifs
- Bold – heavy weight letters for emphasis
- Italic – letters that lean over for emphasis
- X height – the height of an ‘x’ in a typeface, used to designate the design’s proportions
- Ascender – stems of some letters above the x height
- Descender – stems of some letters below the x height

KEY KNOWLEDGE 4: annotation tips

- Do include a few basic facts about the artist, but don’t write a full biography
- Do explain the reasons behind a particular artist’s work. – you’ll need to find out why the artist has done it
- Do say why **you** did what you did.
- Do say whether the effect was what you expected or whether you found anything during the process
- Do say what you have learnt by doing it, regardless of the result.

When annotating, you could start by being descriptive and then move carefully through analysis to evaluation. More marks are available if you reach an evaluative stage that justifies your opinions through your analysis. This process supports your creativity.

DESCRIBE
ANALYSE
EVALUATE
CREATE

KEY KNOWLEDGE 3: typography

What is the relationship between the concepts ‘Typeface’, ‘font’ and ‘lettering’?

- Typeface – a typeface is the overall design of letters, including all uppercase, lowercase, different weights ... and the punctuation and numbering. Some people are surprised to know that a typeface is a complete design system in itself and has a particular visual and design language
- Font – a font is a particular set of letters and so forth within a typeface, such as italic and different weights such as bold
- Lettering – lettering is usually hand-drawn although it can replicate typefaces; some typefaces imitate hand-drawn lettering

Although this assignment involves all 4 AOs but the focus is here

ASSESSMENT OBJECTIVES

AO1	AO2	AO3	AO4
Develop ideas through investigations, demonstrating critical understanding of sources	Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes	Record ideas, observations and insights relevant to intentions as work progresses	Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language