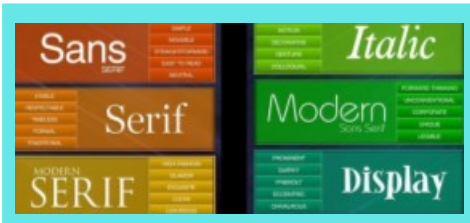
Year 9 Knowledge Organiser

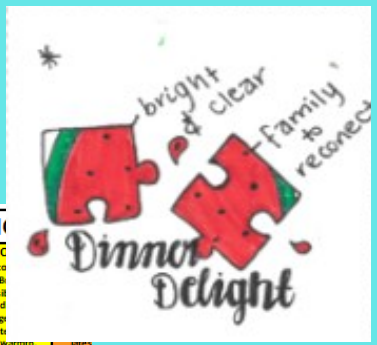
Art & Design: Graphics

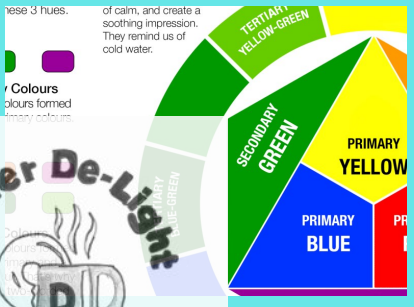
Name:

Class:

Terms 1 & 2: Logo Design Project







What will you have learnt by the end of TERM 2?

The National Curriculum programme of study states that students should ***"know how art and design both reflect and shape our history, and contribute to the culture, creativity and wealth of our nation."***

Students will learn about colour psychology in design and how companies use these in branding. They will learn about logos and logo systems, how colour is used within these and develop their own ideas to respond to a given brief to design a logo for a company of their choice. Students will learn how to research, analyse and respond to sources materials, gathering resources appropriate to their intentions and learn how to use different types of sketches for different purposes.

Students will use basic design sketches to develop and refine their proposals and use annotations to explain their thought processes clearly. They will develop one final logo in response to the brief and extend their learning by considering the concept of a logo system to adapt their final logo based upon a theme, cause or specific target market of their choice.

The Subjects

At KS3, students will study one "Art and Design" lesson once per week. Art and Design modules will include fine art, graphics and art. craft and design schemes of learning with a view to introduce students to a broad variety of visual literacy skills and knowledge. Term 2 will focus on graphics.

Assessment

As all subjects within the Art, Design and Technology faculty are predominantly practical, assessment and verbal feedback is an essential aspect of most lessons- this may be teacher led, peer or self-assessment.

At the end of each module, each student will be given grades based upon the work they have completed in addition to an Attitude to Learning grade.

Wider Reading

Each Scheme of Learning is geared towards teaching essential skills, knowledge and understanding with progression towards the KS4 GCSE courses in mind. Please find some resources listed below for wider reading:

The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design Directions [Blurb] Type, Color, Symbols, Concepts Hardcover – Jim Krause

Graphic Design For Everyone: Understand the Building Blocks so You can Do It Yourself Hardcover – Cath Caldwell

Non-Designer's Design Book, The—Robin Williams

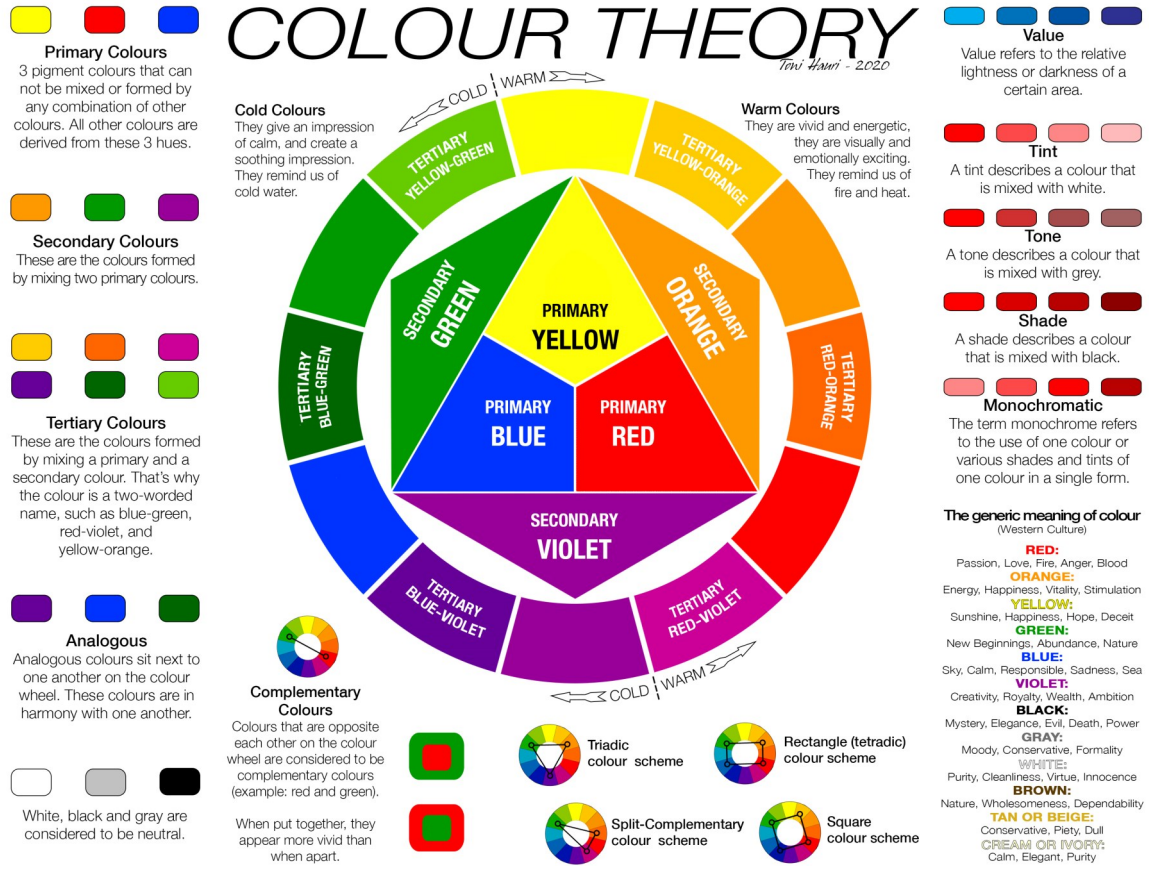
www.bbc.co.uk/bitesize/guides/z9bbk2p/revision/1 (Colour Theory research)

www.freelogodesign.org

Logo Design Project Knowledge Organiser

Key Skills	Materials used in Terms 1 & 2	Health and Safety
Analysing logos using correct terminology	Pencil	Use equipment with care and diligence
Identifying suitable source materials for a target market	Colouring Pencil	Move around the classroom environment with awareness of others
Sketching for different purposes	Fineliner pens	Behave appropriately in accordance with the class and school rules
How to annotate to show design thinking	Paints	
How to evaluate your own work		

Key Vocabulary	
Harmonious Colours	**Colours which lay next to each other on the colour wheel (eg red and orange). When used together they create a sense of harmony and ease.**
Complementary Colours	**Colours which lay opposite each other on the colour wheel (eg blue and orange). When used next to each other they appear brighter**
Warm Colours	**Colours such as red and orange that can be considered fiery and exciting. These colours stand out more and appear closer to the viewer.**
Cool Colours	**Colours such as blue and green. These colours seem further away and can create a sense of peace and calm.**
Colour Psychology	**The idea that colours can affect our thoughts, moods and importantly in branding, our buying habits.**
Brand Image	**The current view the customers have about a brand or product**
Logo	**A graphic mark, symbol or emblem to represent a company or organisation**
Typeface	**The individual style and design of a group of letters, numbers and characters**
Font	**A collection of letters, numbers, and special characters of the same size and style of typeface**



BASIC COLOUR PSYCHOLOGY IN DESIGN

WHITE

The universal colour of peace and purity. This can be found in logos as reversed text or negative space.

Cleanliness
Innocence
Purity
Peace
Refined
Sterile
Simplicity
Surrender
Truthfulness
Clarity
Freshness
Hope
Light
Joy
Glory
Faith
Goodness
Coolness
Honest

GREEN

Represents life and renewal. It is a restful and soothing colour, being the most relaxing for the eyes to perceive. It can also represent jealousy and inexperience. Companies often use this when they wish to be portrayed as eco-friendly.

Crisp
Environmental
Fresh / freshness
Harmony
Health
Healing
Inexperience
Money
Nature
Renewal
Tranquillity
Safety
Growth
Hope
Relaxation
Youth
Prosperity
Life

BLUE

A calming colour that can stir up images of authority, success and security or trust. This is one of the most popular colours in logo design, often seen in government, public service and medical logos.

Authority
Calm
Confidence
Dignity
Established
Loyalty
Trust / trustworthy
Established
Power
Success
Security
Serenity
Dependability
Logic
Peace
Stability
Tranquillity
Peace
Integrity
Competence

PINK

Can be seen as a feminine colour and can imply delicateness, tenderness or even innocence. It is a warm colour that inspires positive and comforting and can also be seen as insightful and intuitive.

Appreciation
Delicate
Floral
Bubblegum
Femininity
Gratitude
Girly
Innocence
Playful
Soft
Tranquil
Romantic
Gentle
Imaginative
Passionate
Balance
Creativity
Beauty
Friendship
Faithfulness
Sensitivity
Sweet

YELLOW

Can have conflicting messages. Bright and highly visible, it's often used in logo design to get attention, create happiness and warmth.

Happiness
Optimism
Warmth
Joy
Curiosity
Cowardice
Caution
Cheerful
Playful
Positivity
Sunshine
Creativity
Friendliness
Energy
Intellect

ORANGE

Combining red and yellow's attributes it's often used to draw attention. It is often used in logos to create playfulness, stimulates emotions or even appetites.

Creativity
Fun
Enthusiasm
Affordable
Jovial
Light-hearted
High-Spirited
Youthful
Confidence
Warmth
Innovation
Friendliness
Energy
Bravery
Success
Sociability

BLACK

Popular as an indicator of power, can also represent menace. Found in many logos for its boldness, simplicity and sophistication.

Authority
Bold
Classic
Conservative
Distinctive
Formality
Sophistication
Power
Mystery
Death
Grief
Security
Substance
Secrecy
Serious
Tradition

GREY

Neutral and cool, grey is often used for the type within logos because it is neutral and works well with other colours.

Authority
Corporate
Dullness
Humility
Moody
Practicality
Respect
Sombreness
Stability
Strength of character
Security
Maturity

BROWN

Brown indicates nature, woodiness and utility. Brown in used in logos related to construction and legal logos due to its simplicity, warmth and neutrality.

Calmness
Depth
Earth
Natural
Roughness
Richness
Simplicity
Serious
Subtle
Utility
Woodsy
Reliability
Warmth
Support
Authenticity
Dependable
Rugged
Trustworthy

RED

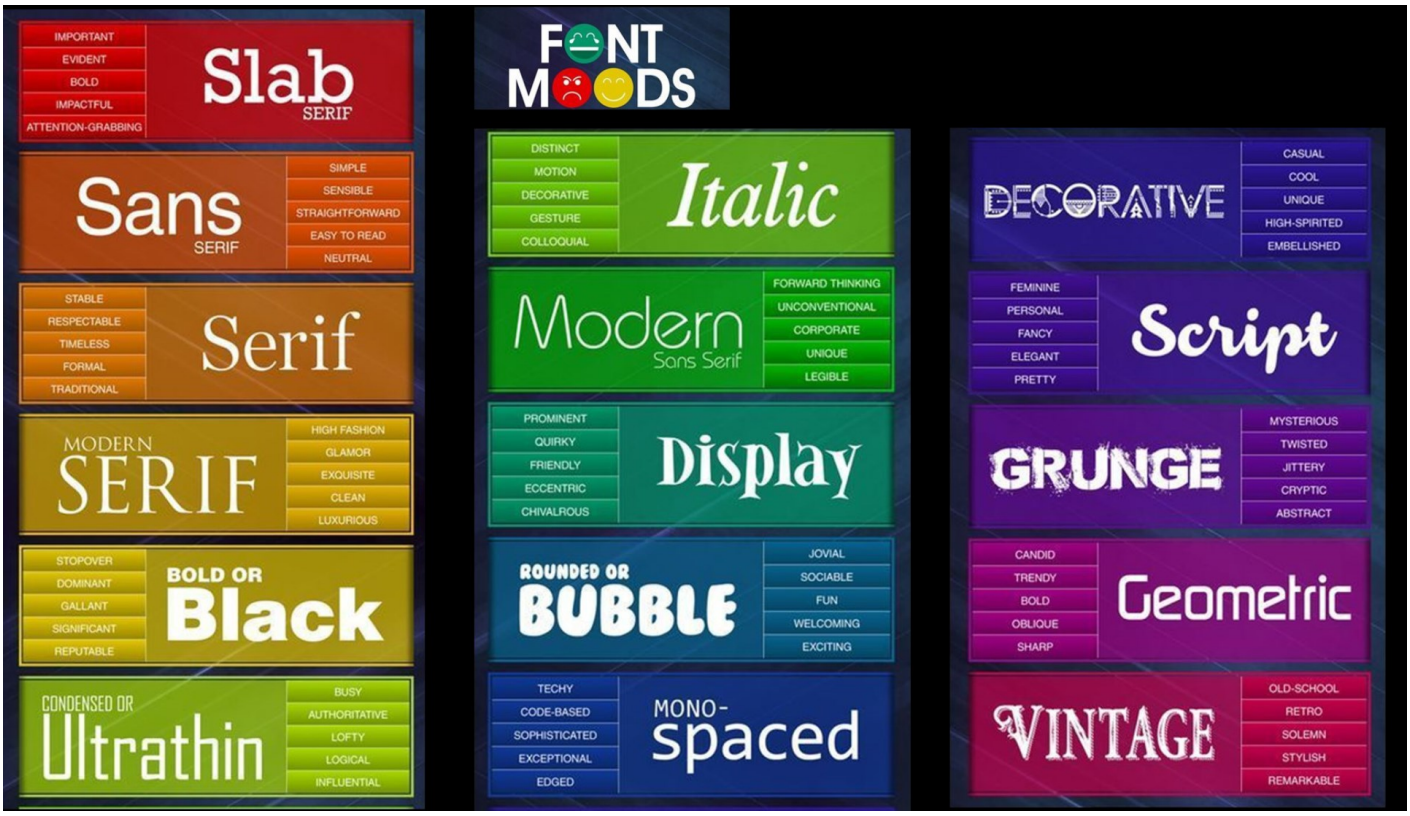
An intense colour that can summon strong emotions from blood and warfare to love and passion. Used in logo design to grip the viewer's attention and has been know to raise one's blood pressure or to make people hungry.

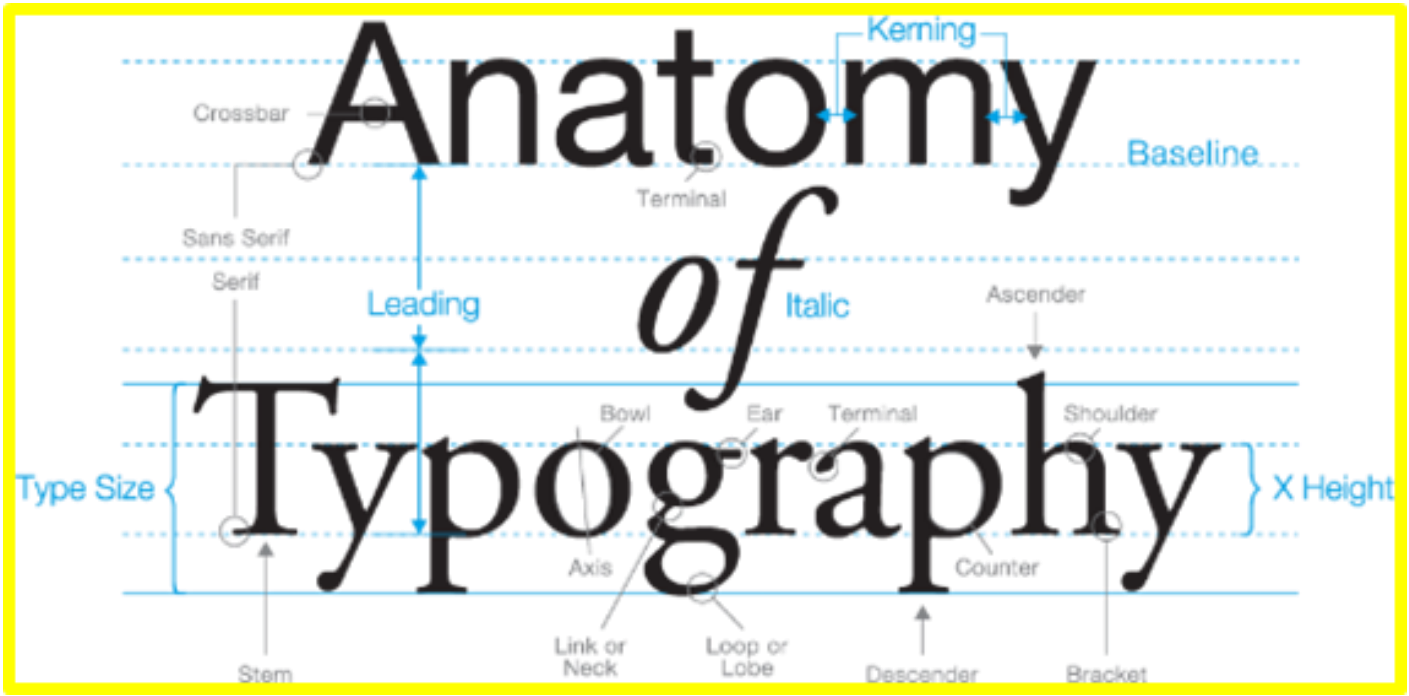
Action
Adventure
Aggressive
Blood
Danger
Drive
Energy
Excitement
Love
Passion
Strength
Vigor
Romance
Urgency
Heat
Pain
Spicy
Assertive
Daring
Charity
Bravery
Style

PURPLE

Implies royalty, mystery, spirituality and sophistication. As a combination of red and blue, it has both warm and cool properties. Find it in many luxury product logos and some educational related logos.

Ceremony
Expensive
Fantasy
Justice
Mystery
Nobility
Regal
Royalty
Sophistication
Spirituality
Wisdom
Luxury
Wealth
Diplomacy
Fashion
Sorrow
Dignity
Vision
Magic
Ambition


FONT MOODS
Slab SERIF
IMPORTANT
EVIDENT
BOLD
IMPACTFUL
ATTENTION-GRABBING
Sans SERIF
SIMPLE
SENSIBLE
STRAIGHTFORWARD
EASY TO READ
NEUTRAL
Serif
STABLE
RESPECTABLE
TIMELESS
FORMAL
TRADITIONAL
MODERN SERIF
HIGH FASHION
GLAMOR
EXQUISITE
CLEAN
LUXURIOUS
BOLD OR Black
STOPOVER
DOMINANT
GALLANT
SIGNIFICANT
REPUTABLE
CONDENSED OR Ultrathin
BUSY
AUTHORITATIVE
LOFTY
LOGICAL
INFLUENTIAL
Italic
DISTINCT
MOTION
DECORATIVE
GESTURE
COLLOQUIAL
Modern Sans Serif
FORWARD THINKING
UNCONVENTIONAL
CORPORATE
UNIQUE
LEGIBLE
Display
PROMINENT
QUIRKY
FRIENDLY
ECCENTRIC
CHIVALROUS
ROUNDED OR BUBBLE
JOVIAL
SOCIABLE
FUN
WELCOMING
EXCITING
MONO-spaced
TECHY
CODE-BASED
SOPHISTICATED
EXCEPTIONAL
EDGED
DECORATIVE
CASUAL
COOL
UNIQUE
HIGH-SPIRITED
EMBELLISHED
Script
FEMININE
PERSONAL
FANCY
ELEGANT
PRETTY
GRUNGE
MYSTERIOUS
TWISTED
JITTERY
CRYPTIC
ABSTRACT
Geometric
CANDID
TRENDY
BOLD
OBLIQUE
SHARP
VINTAGE
OLD-SCHOOL
RETRO
SOLEMN
STYLISH
REMARKABLE


Anatomy of Typography
Kerning
Crossbar
Baseline
Terminal
Sans Serif
Serif
Leading
Italic
Ascender
Bowl
Ear
Terminal
Shoulder
Type Size
X Height
Axis
Counter
Stem
Link or Neck
Loop or Lobe
Descender
Bracket

Art and Design Homework Term 1 — Year 9 Graphics

Homework 1	**Due Date:**
Colour Theory research Read through each section of the **'colour'** guide and watch the video on the BBC Bitesize website. Complete the colour theory quiz located on pages 7 and 8 of the knowledge organiser https://www.bbc.co.uk/bitesize/guides/z9bbk2p/revision/1	Week Beginning: **25/9/23**
Homework 2	**Due Date:**
Line research Read through each section of the **'line'** guide and watch the video on the BBC Bitesize website. Complete the line theory quiz located on pages 9 and 10 of the knowledge organiser. https://www.bbc.co.uk/bitesize/guides/z3pp3k7/revision/1	Week beginning: **9/10/23**

Colour test questions

What are the three primary colours?

- Red, green and yellow
- Yellow, red and blue
- Purple, red and blue

What do you get if you mix two primary colours together?

- A tint
- A harmonious colour
- A secondary colour

How do you make brown?

- Add black to a colour
- Mix a primary and a secondary colour together
- Mix two complementary colours together

How will complementary colours appear when they are used next to each other?

- They become brighter and more vibrant
- They become duller
- They become warmer

What effect do warm colours have in a composition?

- They seem to retreat into the distance
- They seem to advance towards you as if coming out of the work
- They create a sense of calm

What are complementary colours?

- Colours which lie next to each other on the colour wheel.
- Colours which can be found opposite each other on the colour wheel.
- Two colours which, when mixed with each other, create a secondary colour.

How do you create a tint?

- Add black to a colour
- Add grey to a colour
- Add white to a colour

How do you create a shade?

- Add black to a colour
- Add grey to a colour
- Add a colour to white

How do you create a tone?

- Add black to a colour
- Add grey to a colour
- Add a colour to white

What are harmonious colours?

- Colours which lie next to each other on the colour wheel.
- Colours which can be found opposite each other on the colour wheel.
- Two colours which, when mixed with each other, create brown.

Line test questions

What is a contour line?

A line drawn within an object to show its texture
A line used to define the area of a shape or form
A line drawn to show tone

What is the purpose of descriptive lines?

To give more detailed information about an object or shape
To clearly show an artist's technique
To guide your eye around a painting or drawing

How can you suggest depth and perspective in a painting?

By using big black outlines around your objects to make them stand out
By using expressive lines to show the surface texture of an object
By using horizontal and diagonal lines to suggest distance on a flat surface

What are geometric lines?

Geometric lines are lines of different thicknesses
Geometric lines are straight, regular and uniform
Geometric lines are curved and flowing

Where are you most likely to find organic lines?

Art Nouveau posters
Art Deco architecture
A Mondrian painting

What can diagonal lines bring to a composition?

A sense of nature
A sense of rest and space
A feeling of energy or unease

What type of line features most in this poster design?

Bauhaus Exhibition Poster, Joost Schmidt, 1923

- Vertical lines
- Actual lines
- Implied lines

What do the horizontal and vertical lines in the Charles Rennie Mackintosh chair help to suggest?

Argyle Chair, Charles Rennie Mackintosh, 1903-05

- That it is a complicated organic design
- That it is strong and sturdy
- That it is luxurious and comfortable

What kind of line is used to create the circle shape in Andy Goldsworthy's *Slate Fold, Tiberthwaite*?

- Organic
- Descriptive
- Implied

Andy Goldsworthy. Slate fold. Tiberthwaite. June 2013 © Andy Goldsworthy. Photo copyright Ashley Cooper / Alamy

Where are geometric lines used in this Japanese print?

Old View of the Eight-part Bridge at Yatsuhashi in Mikawa Province, Katsushika Hokusai, c1834, wood-block print, Granger NYC / Alamy Stock Photo

- The bridge and lines in the water
- The trees and people
- The shape of the landscapeBottom of Form

Art and Design Homework Term 2 — Year 9 Graphics

Homework 1	**Due Date:**
Thinking of your chosen company for the logo design project, collect between 10-15 clear colour images on A4 paper. These may be physically cut out and stuck onto A4 paper, images found on the internet and copied and pasted onto a word document, or primary source images (photos you have taken yourself) either stuck onto A4 paper or copied and pasted. Bring these with you into the lesson as they are essential to complete the lesson tasks.	**Week Beginning:** 20/11/23
Homework 2	**Due Date:**
Select a theme, cause or alternative target market for your company's logo. Collect between 10-15 clear colour images on A4 paper in a similar format to the first homework. Bring these into the lesson with you as they will be needed to complete the lesson tasks.	**Week beginning:** 2/12/23