

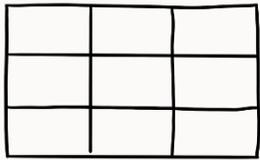
Year 11 Graphic Communication Autumn Term Art Knowledge Bank

AO3 Drawing Techniques

Composition

Composition is the arrangement of elements within the **pictorial space**. The **positioning** and **arrangement** of elements within a work affect how a viewer interacts with what we create.

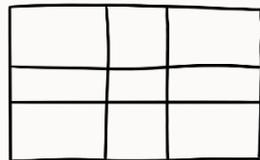
The key 4 main classic compositions are:



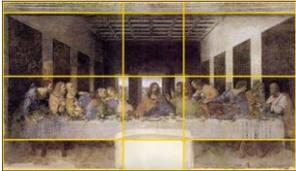
Rule of Thirds



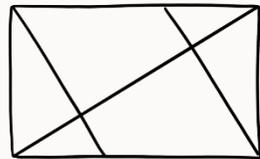
The Rule of Thirds has an off-centre composition, which is more pleasing to the eye and looks more natural than the subject placed right in the middle.



Golden Section



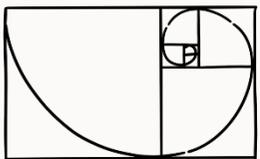
The Golden Section of rectangles are the most visually pleasing rectangles known, which are based on a mathematical ratio.



Golden Triangles



The Golden Triangles create a harmonious and dynamic image, the main subject should describe the shape of a triangle.



Golden Spiral

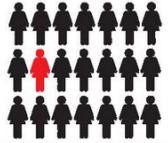
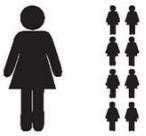


The Golden Spiral is pleasing to the eye. It's often called **the divine proportion** as it is based on geometric rules that are seen in nature.

AO2 Media, Techniques and Processes

Experimenting with composition and design techniques

It's really important that you visually show your **compositional** thought and refinement. Along with compositional techniques there are **the seven principles of design**:

Pattern		A regular arrangement of alternated or repeated elements.
Contrast		The juxtaposition of different elements of design in order to highlight their differences.
Emphasis		Special attention given to one part of a work of art. Emphasis can be achieved through placement, contrast, colour...
Balance		Balance is created when the elements are arranged symmetrically or asymmetrically to create the impression of equality.
Proportion/Scale		The relationship between objects with respect to size/ number.
Harmony		The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.
Rhythm/Movement		The use of recurring elements to direct the movement of the eye through the artwork.

Composition Key Literary Vocabulary	
Fragmented	A design broken into segments.
Distorted	A design pulled or twisted out of shape.
Triptych	A design separated into three images.
Diptych	A design separated into two images.
Multiple Imagery	A design with more than three images that make on piece.
Cropped Section	A design that has a selected close up view of a larger piece.
Symmetrical	A design made up of exactly similar parts facing each other or around an axis.
Asymmetrical	A design having parts or aspects that are not equal or equivalent.
Depth of Field	A design that has a focused foreground to blurred background.
Ariel Perspective	A design looking up when all angles are going up into the distance.
Worms Eye View	A design looking down when all angle are going down into the distance.

AO2 Media, Techniques and Processes

A successful **composition** means that you have arranged, distributed, aligned and compiled your design in a way that not only looks good but is also highly functional and effective.

White space exists as a key feature because it is necessary for defining the borders of your presentation. It also creates "breathing room" within your poster, which helps viewers avoid feeling overwhelmed by the information being presented. Roughly speaking, 30% of your poster should consist of white space, 40% should consist of your title and text, and 30% should consist of graphic images.

Possible Art Careers:

- Art Therapist
- Advertising
- Photographer
- Architect
- Video Game Designer
- Fashion Designer
- Commercial Artist
- Tattoo Artist

Artist/Designer Inspiration: Research and choose at least 3 artists/designers

Audience: Your target audience refers to the specific group of consumers most likely to want your product.

Purpose: What's the purpose of your product? Clarify who the product serves and what it does.

Location: Where would you find and sell your product?

Size: Measure and write down the possible dimensions of your products graphics.

Composition: Layout, flow, white space

Image: What characters/logos/symbols/photography could you have?

Colour: Possible colour combinations. Colours linked to time period. Colours linked to emotions.

Time Period Influence: Describe at least 2 time periods that could influence your ideas

Text: What name/title/slogan? What typography would suit?

Ideas: Describe your design ideas - this could be a few different ideas or one main idea in detail.