

Year 11 Graphic Communication Spring Term Art Knowledge Bank

A03 Drawing Techniques

Photography Essential Tips

- **Expose and focus first, then frame your shot.**

Blurry or poorly lit photos cannot be saved, but you can **crop** later, so focus on getting the lighting and key **focus point** sharp.

- **Cropping**

Cropping is carried out to remove any unwanted object or irrelevant noise from the periphery of an image, to change its aspect ratio, or to improve the overall **composition**.

- **Focus on the eyes**

The natural **focal point** of a portrait is the eyes, they can show emotion and transfix the viewer.

- **Perfect the exposure trifecta**

Getting proper **exposure** in photography consists of balancing three things: **shutter speed**, **aperture**, and **ISO** settings. You can start off by shooting in **automatic mode**, but to get full control you'll have to use the 3 techniques.

- **Change up your perspective**

Experiment with different **angles** to discover new **perspectives**. Show all these in a **contact sheet**.

- **Print contact sheets**

Print off all your shots in one **contact sheet**. Then circle your key selection of the best pics.

- **Rotate your camera for vertical shots**

Think about the **orientation** - **landscape** or **portrait** - which suits the frame?

- **Make use of leading lines**

Lines that **converge** create **depth** and draw the viewer in while curved lines can take you around the frame and eventually land on the main **subject**.

- **Pay attention to depth of field**

Depth of field is determined by the **aperture** size you set and your distance to the **subject**. Wider **apertures** emphasize **depth of field**, and so does getting closer to your **subject**.



5 Tips for Cropping Photos

- **Crop** your photos to tell a story.
- Leave out unnecessary details.
- Don't always centre your subject.
- Crop at eye level.
- When cropping faces, leave some breathing room.



AO2 Media, Techniques and Processes

Colour schemes are often used to place emphasis on particular aspects of a design or to evoke a desired **mood** or **emotion** in the viewer. Designers use colour selectively to create **harmony**, **balance**, and **consistency**.

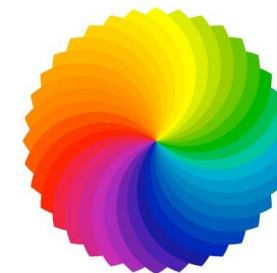
COLOR MIXING

CMYK
Cyan, Magenta, Yellow, Black
Print Process Model

RGB
Red, Green, Blue
Light Generated Model

GREY SCALE
Black and white only

HSB
Hue (color), Saturation (how much color), Black (tint and shade)



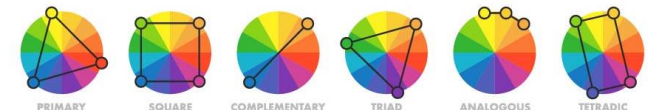
MEANINGS

- LOVE, BLOOD, FIRE, ENERGY, STRONG, INTENSE.
- POWER, WEALTH, AMBITION, NOBLE, ROYALTY.
- SEA, TRUST, SKY, STABILITY, TRANQUIL, DEPTH.
- FRESHNESS, NATURE, MONEY, GROWTH, SAFETY.
- ENERGY, SUNSHINE, BRIGHT, CHEERFUL, JOY.
- WARM, HAPPINESS, SUCCESS, AUTUMN, CREATIVE.

COLOR PROPERTIES



COLOR RELATIONSHIPS



AO1 Develop ideas through investigations, demonstrating critical understanding

Colour Essentials

- Warm
- Cool
- Bright
- Dark
- Saturated
- Desaturated
- Emotion linked
- Primary
- Square
- Triad
- Harmonious
- Complementary
- Contrast
- Realistic
- Natural
- Dull and bright
- Monochromic
- Monotone Neon
- Sepia
- Pastel
- Chiaroscuro
- Gothic
- Ochre/ earthy tones
- Metallic



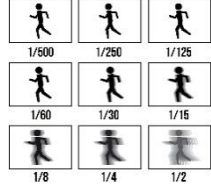



Size guide

- **Poster Advertisement** - A4, A3, A2, A1, A0
- **Video Game Branding** - Box: Height 190mm x Width 135mm x Depth 14mm - Disc: 120mm diameter, centre hole 15mm
- **Music Album** - 12 inch square
- **CD Graphics** - Box: Height 125mm x Width 142mm x Depth 10mm - Disc: 120mm diameter, centre hole 15mm
- **Book Illustration** - Novel: 5 inches x 8 inches
- **T-Shirt Design** - Printable area: Height 30cm x Width 20cm
- **Board Game Creation** - Board: 50.7cm x 50.7cm quad fold Box: 24.1 x 24.1 x 3.8cm

Possible Art Careers:

Product Designer
 Music Graphics
 Entertainment design
 Advertisement Designer
 Graphic Novel Author
 Makeup artist

Key Literary Vocabulary

<p>ISO - Pronounced "eye-so,"</p> 	<p>Indicates how sensitive the sensor is to light. For darker scenarios, you'll need to use higher ISO settings to capture light, such as 800 or 1600 ISO.</p>	<p>Aperture</p> 	<p>Refers to the size of the opening in the lens. Smaller numbers mean a larger opening and more shallow depth of field in your images. Larger numbers let through less light, but make more of your image look sharp.</p>	<p>Shutter speed</p> 	<p>Is the amount of time your camera's shutter is open and the amount of time your sensor is exposed to light. Faster speeds can "stop" motion, while slower speeds let in more light and can capture blur and motion.</p>
<p>Depth of field</p> 	<p>Is the relation of how sharp the focus is compared to everything away the focus.</p>	<p>Exposure</p> 	<p>Is the amount of light per unit area reaching the photographic sensor, as determined by shutter speed, lens aperture, and the nature light.</p>	<p>Orientation</p> 	<p>In photography, is which way up you hold the camera, landscape or portrait.</p>

Useful websites to research further knowledge

<https://photographylife.com/photography-basics>

<https://graphicburger.com/>

<https://www.1001freedownloads.com/>