

## GRAPHICS (CRAFT A)

### IPS 612/5 and P615/5

Questions are set in various areas: The book cover, Logo, Label, Badge, Poster, Wrapping paper, Calligraphy areas (cards, certificates, passages) ....

#### NOTES AND SKETCHES:

- Preplanning and optimal use of space is vital. Earns marks. Poor planning in advance leads to lose of marks.
- Helps to make the artwork creative and yet original.
- Helps to correctly interpret item instructions.

#### REQUIREMENTS

- **Notes and Sketches:** Sketches are a must!
  - Sketches help in making a good plan for the work:
  - Show the different steps taken in the design process
  - Help in selection of the necessary lettering and their sizes,
  - Colour choice due to symbolism,
  - Choice of appropriate illustration(s)
  - Arrangement towards a good composition.
- **Composition:** A good composition - Arrangement and placement of the different items in the design in a harmonious way.
  - Interpretation of dimensions given in the design brief.
  - Simplicity of design and being original.
  - Appropriate use of paper - paper balance
- **Colour:** Good choice of colour – in terms of symbolism and contrast,
  - Manipulate the colours used to achieve balance, harmony, contrasts and value.
  - Have as maximum number as three.
  - Better to use a matte effect other than gradation of tones.
- Accurately apply simplicity and precision to the design making to enhance communication and functionality of the design.
- Innovative application of principles and elements.
- **Lettering:** Demonstrate mastery in letter rendering, colour use and contrasts in design. Hierarchy in application of fonts.
- **Illustrations:** Select appropriate illustrations to the design being made.
  - Should have clear outlines and coloured neatly and in harmony with the rest of the art work.
- **Use of tools:** Have skillful use of lettersets and tools such as French curves... Tracing directly from lettersets which is not really advisable. Lettersets are only meant to guide students in their design formations. They help in quickening the production of needed fonts... but customize them to the mood of the design brief.
- Have knowledge of differences between: e.g.
  - A logo, trademark and label.

- Emblems and badges.
- Etc..

### **Weaknesses:**

- Poor planning in advance
- Wrong interpretation of measurements
- Lack of creativity – copying and pasting whole sale from books and magazines.
- Presentation of (3D) compositions – e.g. in cards. The layout has to be in 2D format.
- Poor choice of illustrations and lettering according to the mood of the design brief.
- Lack of knowledge of letter use, without areas of emphasis, hierarchy.
- Over-working and spoiling the work.
- Low innovative skills.
- Balance of composition
- Dirty work.

### **BOOK COVER.**

A cover of a book used to protect the component of the book as well as provide a summary of the content inside. This includes a book cove, book jacket, magazine cover...

Should have knowledge of the full composition/layout of a book cover, i.e.

1. Front, back, spine within the given measurements and include relevant illustration and name of author.
2. Title of the book, author's name and publishers' Logo on the spine.
3. Space for author's photograph and lines for authors autobiography.
4. Show lettering skills, balancing the small and capital letters.
5. Illustrative knowledge
6. Portraying a high level of precision.

### **Requirements:**

- Clarity, Legibility, in the design,
- Portrayal of creative illustrations, text and design of the book cover.
- Manipulation of illustrations and colour to create contrasts of design.
- Knowledge of formats - Correctly interpret item instructions

### **Weaknesses:**

- Misplacement of information; for example, information meant to appear on the front cover was also put on the back cover, which is wrong.
- Misinterpretation of and wrong use of dimensions.
- Lack of creativity – copying and pasting whole sale from books and magazines.\
- Presentation of (3D) compositions
- Poor choice of illustrations
- Lack of knowledge of letter use, without areas of emphasis.
- Over- working on the work.

- Dirty work. Smudged work loses marks.

## **BADGE**

### **Requirements:**

- Sketches – to show the different stages of production that would emphasize originality. Showing the stages of production of the design, would be evidence of planning to the final work. Should be attached.
- Appropriate design and layout of a badge.
- A mastery of letter rendering (fonts). Should show legibility, precision, contrasts and harmony in letter character designs.
- Proper use of space –in arrangement of text and imagery.
- Come up with a creative and yet original badge design. Be original

### **Weaknesses of Candidates**

- Cutting out photographs for illustrations. Draw your own illustrations
- Space use - using space outside the question instructions. Or using less than  $\frac{3}{4}$  of the required space.

### **Advice to Teachers**

- Train candidates in using the planning session such that the different stages are well taken care of and evidence is made available.
- Give learners the distinctive characteristics of a badge.
- Discourage candidates from cutting out already made pictures for illustrations. Let candidates learn to develop their own illustrations from available symbols, signs, plants, animals etc. depending on the message being communicated.

## **LOGO.**

Is a visual representation of a brand the helps identify and recognize groups of people with identical ideals.

- A simple identity symbol involving text and illustration, A logo can be made of words, images, colour, or a combination of these elements.

### **Requirements:**

- Creativity and simplicity of the image is greatly desired.
- Good choice of colour symbolism and placement within the design area
- Arrangement, balance of shapes & masses
- Feeling of black and white impact
- Ability to reduce an idea to a simple message

### **Weaknesses:**

- Poor choice of colours,
- Input of unnecessary details of irrelevant decorations.

### **LABEL and Question 3 (Poster Design)**

A simplified identity symbol that is able to communicate the packaged item as a legible design.

An attached paper, plastic film, cloth, metal, or other material to a container or product, with inscribed or printed information or symbols to identify or describe the product or item incased.

- Requires only text and imagery (illustration)
- Colour symbolism
- Hierarchy of text
- Legibility of fonts and design.
- Artistic planning of the text and illustrations to avoid congestion and yet create appealing designs.
- Proper/accurate contrasts through colour and design.
- Boldness and precision of designs.
- Knowledge of graphical application of colours in the work. Some students were actually painting instead of applying a printer effect.
- Emphasis on simplicity and contrasts of design.
- Emphasis effective use of pen-and-ink. Candidates should not just paint, but a graphical representation of colour is required

### **POSTER**

A type of visual communication that uses text and images to convey a message, idea, attract attention, promote an event, product or service to an audience. It is a large information format that is supposed to be read from a distance

- It rather wordy hence demands a lot of lettering skills. **Good lettering good** letter forms must take first place. Uniformity, spacing, construct big and bold letters.
- Portrait format better than landscape
- Hierarchy of text
- **make good use of appropriate illustrations**

#### **Weaknesses**

- Poor planning in advance
- Wrong interpretation of measurements
- Lack of creativity – copying and pasting whole sale from books and magazines.
- Presentation of (3D) compositions
- Poor choice of illustrations
- Lack of knowledge of letter use, without areas of emphasis.
- over- working on the work and spoiling it.
- Dirty work.

### **WRAPPING PAPER**

The art of creating attractive and unique patterns, colours and textures for wrapping gifts. A repeat art

work done from prepared motif in respect to the design brief information arranged in a creatively composed pattern.

- The dimensions given are big.
- Sketches provide growth of design - emphasis on design development by use of relevant symbols and illustrations. Adding of words not in the task be discouraged.
- Use the given information to choose a motif, use it to design a creatively composed pattern. Advised to develop repeat patterns from local motifs where possible
- Creativity and design is necessary
- The need of basic skills in drawing, composition, colour theory, lettering and graphic skills early.

### **Requirements**

- basic skills in drawing, composition, colour theory, lettering and graphic skills

### **TRADE MARK**

Symbols given to particular products or service of a particular company or manufacturers, or business enterprises, to uniquely identify or distinguish their different products and also differentiate them from similar products of other manufacturers.

- Show competence in creativity and originality in design formation.
- Demonstrate clearly the purpose of trademarks through the message constructed.
- Accurately put up the right dimensions in the space given on the working surface.
- Use correct design and layout of a trademark.
- Demonstrate mastery in letter rendering.
- Put up legible and yet precise, contrasts in design and colour.

### **Weaknesses**

- differentiate between a trademark, a label and a logo.
- mismatch of illustrations in the work produced by many candidates.

### **PACKAGE**

A design is to create packaging that not only protects the product but also enhances the appeal and communicates its value to the consumer.

- Have knowledge of layout design
- Distribution of items within the design Text and imagery
- Simplicity of design appropriate to the task given
- Hierarchy of text
- Colour symbolism, choice and arrangement
- Choice of simplified illustration appropriate to the design.

## **CALLIGRAPHY**

Passage, certificate, cards, calendars.....

### **Requirements:**

- Consistency of letter strokes and uniform spacing
- Skillful use of letter construction, legibility, contrast, to writes messages. Calligraphy text.
- Effective and appropriate border designs.
- Good choice of colour and application
- Observe correct space dimensions as given in the item instructions.

### **Weaknesses**

- Spelling mistakes
- Wrong punctuations.
- Using the same font size..

HKB 2023