

A. Keywords:

Formal Elements:

Line Line is the path left by a moving point. For example, a pencil or a brush dipped in paint. A line can be horizontal, diagonal or curved and can also change length.

Shape A shape is an area enclosed by a line. It could be just an outline or it could be shaded in. Shapes can be **geometric** or **irregular**.

Form Form is a **three dimensional shape**, such as a cube, sphere or cone. Sculpture and 3D design are about creating forms.

Tone This refers to the lightness or darkness of something. This could be a shade or how dark or light a colour appears. Tones are created by the way light falls on a 3D object. The parts of the object on which the light is strongest are called **highlights** and the darker areas are called **shadows**.

Colour Red, yellow and blue are **primary colours**, which means they can't be mixed using any other colours. In theory, all other colours can be mixed from these three colours.

B. Key Knowledge 1 – Font, Colour and shape

- In metal typesetting, a font was a particular size, weight and style of a typeface. Each font was a matched set of type, one piece for each glyph, and a typeface consisting of a range of fonts that shared an overall design.
- Neville Brody - Neville Brody is an eminent name among the twentieth century English graphic designers. His versatility extends to art direction and typography as well. His well-known works include his contribution to The Face and Arena magazines. Moreover, he designed record covers for several famous music artists, including Cabaret Voltaire and Depeche

E. Image



F. Expert Modelling



Subject: Art
Topic: Typography

C. Key Knowledge 2 - Media

- Paint – acrylic, oil, watercolour, block, etc.
- Pastels – Oil and soft
- Printing
- Pencil crayon
- Pencil
- Fineliner
- Ink
- Collage

D. Key Knowledge 3 – Artist links /key words

- Alexander Rodchenko
- Kazimir Malevich
- Craig Redman
- Font
- Shape
- Form
- Layer
- Tone

G. Wider thinking / further reading:

The Essentials of GCSE art & design – Nick Eggleton
www.Juliastubbs.co.uk – Art & Design student artwork
<https://www.studentartguide.com>

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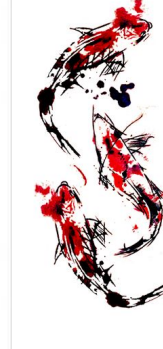
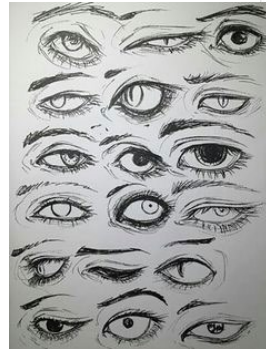
B. Key Knowledge 1- Research and Skills



E. Image



F. Expert Modelling:



Subject: Art

Topic: Oriental Art

C. Key Knowledge 2 - Media

- Paint – acrylic, oil, watercolour, block, etc.
- Pastels – Oil and soft
- Mono Printing
- Pencil
- Fineliner
- Ink
- Collage

D. Key Knowledge 3 – Artist links /key words

- Nanamai Cowdry
- Hokusai
- Font
- Shape
- Form
- Layer
- Tone

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