

Exercise walk-through

3.7

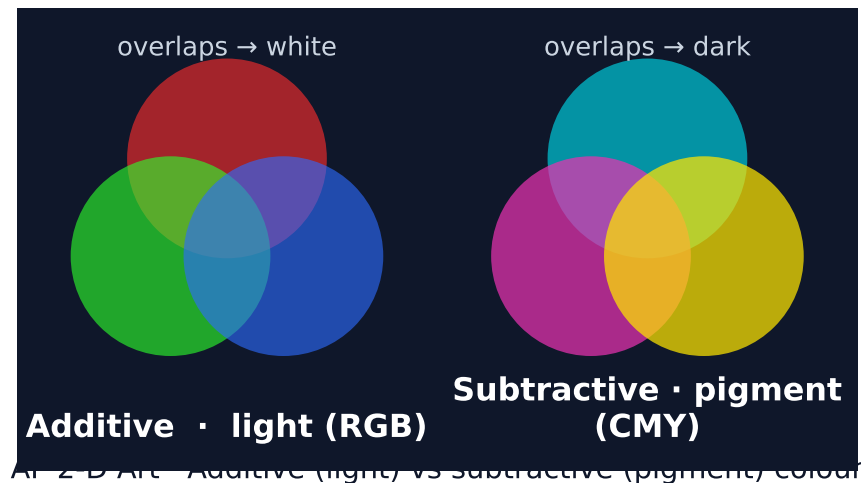
Graphic Design and Illustration

AP 2-D Art and Design

Digital art and design

Digital media create and edit images on a computer or tablet, working in layers.

- **Raster** images are **pixels** (photo editing, digital painting)
- **Vector** images are maths paths – they **scale without loss**
- **Layers** let you build, mask and revise **without damaging** earlier work



RGB adds light; CMY subtracts

RGB (screen, **additive**) brightens toward white; **CMYK** (print, **subtractive**) darkens toward black. Keep files high-**resolution** for the portfolio.

Graphic design and illustration

Graphic design communicates a message visually; **illustration** makes images that tell a story.

- combines **type**, image, colour and layout
- **visual hierarchy** guides the eye to what matters first
- **typography** – typeface, size, spacing, alignment

Design and illustration are **problem-solving**: the **audience** and the **message** shape every choice.

Show a clear hierarchy **serving the message**
– not decoration for its own sake.

Worked example – writing about process

Written evidence: explain a material and process

“I used charcoal on toned paper because its soft, smudgeable line let me build deep shadow quickly, and I lifted highlights with an eraser to suggest form.” Name the **medium**, say **why** you chose it, and connect it to the **idea** you were exploring.

Listing a material with **no reason** earns little. The reason *is* the answer.

Exam tips

- Match the **medium** to the intended effect, and justify the choice.
- For **printmaking**, state **relief** versus **intaglio**, and remember the printed image reverses.
- Explain **transparent** versus **opaque** paint, and **layers** and **vector** versus **raster** in digital work.
- Treat **collage** and **mixed media** materials as meaning, not just texture.
- In **graphic design**, show a clear visual **hierarchy** serving the message.

Exercises 2.1·2.2

2.1 Arranging elements so the most important is seen first creates visual [1]

☐

A hierarchy

B texture

C edition

D saturation

2.2 Explain the main goal of graphic design. [2]

Exercises 2.1-2.2

2.1 Arranging elements so the most important is seen first creates visual [1]



A hierarchy

B texture

C edition

D saturation

2.1 A

- ordering by importance = visual hierarchy

2.2 Explain the main goal of graphic design. [2]

2.2

- to communicate a message clearly to a specific audience/purpose

Exercise 2.3

2.3 State one way to create visual hierarchy.

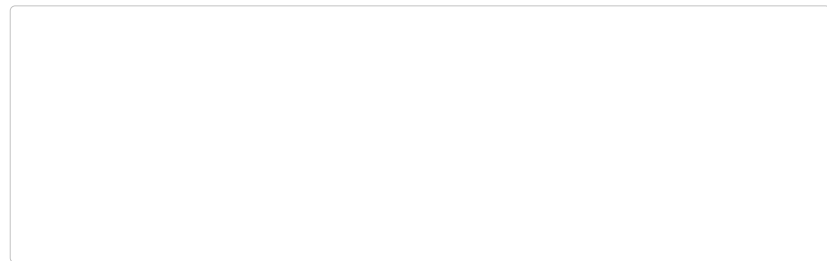
[1]

3 Studio & portfolio tasks

3.1 Design a **poster thumbnail**.

(a) Lay out a title, image, and detail with clear hierarchy.

[3]



3.2 Match style to audience.

(a) Name the audience and the style you would use, and why.

[1]

(b) Thumbnail a variant fitting that audience.

[2]

Exercise 2.3

2.3 State one way to create visual hierarchy.

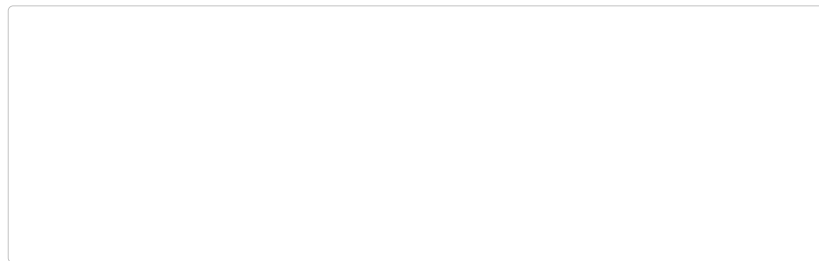
[1]

3 Studio & portfolio tasks

3.1 Design a **poster thumbnail**.

(a) Lay out a title, image, and detail with clear hierarchy.

[3]



3.2 Match style to audience.

(a) Name the audience and the style you would use, and why.

[1]

(b) Thumbnail a variant fitting that audience.

[2]

2.3

- vary size, weight, colour, or placement to rank importance

3.1

Full solution 2.3

2.3

- vary size, weight, colour, or placement to rank importance

3.1

- Look for: three levels of hierarchy readable in order (2); type and image integrated, not separate (1)

3.2

- Look for: style justified for the named audience/purpose (1); thumbnail's tone matches it (2)