

3.7 Graphic Design and Illustration

Name: _____ Class: _____ Date: _____

Total: 10 marks

KEY WORDS hierarchy 层级 • type 字体 • typography 字体设计 • graphic design 平面设计
• message 信息

Objective

Build the skills to communicate with **graphic design** 平面设计 and illustration.

You must be able to:

- explain that graphic design communicates a **message** 信息
- use **hierarchy** 层级 to order information
- combine **typography** 字体设计 and image
- match style to audience and purpose

1 Worked examples

Study these first. Each one shows the method for a task used later.

■ Design communicates

Graphic design solves a communication problem — a poster or logo must convey a **message** clearly to an audience.

■ Visual hierarchy

Hierarchy ranks elements by importance (size, weight, placement) so the eye reads the most important thing first.

■ Type and image

Effective design integrates **typography** with imagery; style (playful, formal) must fit the audience and purpose.

2 Practice

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

[1]

A	B
C	D

A hierarchy

B texture

C edition

D saturation

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

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]