

# 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]