**GRAPHIC DESIGN ---------------------------------------------------------------------------**

**Analysing the work of others**

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| **Basics** | Source | What is it? | What is it called? | When was it produced? | Who created it? | Why was it produced? |
| Web address & date viewed.  Book title, author and date published.  Magazine title, page and date published.  Newspaper title, page and date published.  Gallery name and date visited.  etc. | Type of product, e.g editorial article, billboard poster, point-of-sale item, packaging for souvenir, etc. | Title of piece/name of product. | Date.  Era and context if interesting, e.g post WW2 | Designer/illustrator/artist. Design agency/company.  Brand publishing the design.  etc. | Function of product e.g to promote something, to inform a particular target audience, to raise awareness and campaign for/against… |

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| **Aspects to consider** | **Think about…** | **Example Sentences (use the glossary to widen your use of subject vocabulary)** |
| **Materials/Mediums** | Card, paper, acetate, polypropylene, woods, metals, digital, hand rendered, etch, print, collage, montage, paint, watercolour, ink, mixed media, photographic… | “This design has been created using the low-tech method of collage. The use of ripped paper gives a hasty and rough quality to the piece… The use of collage helps illustrate the ‘truth to materials’ debate because…”  “The brand logo has been printed onto corrugated card sleeves for use with takeaway hot drink cups. The sleeves are made from recycled materials and the recycle logo is included to...” |
| **Techniques** | Application of media, printing/manufacture methods… | “The paint dominates the space and looks as though it has been spread across the page using a wide brush. The artist has… in order to…”  “This is a lino print with narrow lines of white space scattered throughout the blocks of colour. This is where the ink has not been absorbed by the paper. The primitive and simplistic quality of this method creates…” |
| **Spatial qualities** | 2-dimensional designs or within 3-dimensional objects. Placement of typography, composition, use of negative space, scale… | “The juxtaposition of 70pt and 18pt creates a forceful impact and places emphasis on the word ‘Hi’.”  “A large amount of negative space is created on the left of the page which…”  “The title is places at the bottom of the page to symbolise… and leads the viewer’s eye to…” |
| **Colour schemes** | Harmonising/contrasting, limited palette… | “The use of passive colour blue in the background and active yellow in the foreground…”  “I imagine that the use of a limited colour palette is deliberate to keep costs down as this design will be printed onto disposable paper products. A blue outline is used to enable white to act as a third colour in the design.”  “The palette is harmonising and…” |
| **Personal response/reflections** | How do you feel about the piece?  What did you find out?  How will this inform your designing? | “This billboard advertisement caught my eye because of its brightly coloured typography. At first glance I thought it was promoting a surf-style clothing brand because of the flowing text. The use of wave shapes and wood texture added to this beachy feel. I had to read the smaller text to understand it was a Thompsons Holiday advertisement….”  “By analysing this design I have learnt about several methods of composition, therefore, I will incorporate leading lines into my poster design to lead the viewer’s eye to the post important information.” |

Analysis guide Graphics