

## KS4 Graphic Communications Core Knowledge Questions

(in addition to KS3 questions)

**Q.** What are the 5 key issues of quality you should consider when taking photographs?

**A.** Lighting, Framing, Focus, Background, Subject Matter.

**Q:** In portrait photography if you wanted to make the subject matter domineering, what angle of shot would you use?

**A:** Low angle shot

**Q.** What is page layout?

**A.** The arrangement (composition) of typographic, pictorial (figurative), and formal elements.

**Q.** What are the principle elements in design?

**A.** Composition, Visual Hierarchy, Vectors, Scale and Unity

**Q:** What is the name of a designer who works purely with the appearance and design of writing?

**A:** Typographer

**Q:** Name three styles of type

**A:** Serif, Sans-Serif, Script

**Q:** What are the four types of elements in the designers 'toolbox'?

**A:** Pictorial Elements, Typographic Elements, Formal Graphic Elements and Principal Elements

**Q:** What is the terminology used for creating order in a page layout that determines the sequence of how the viewer sees/reads the layout?

**A:** Visual Hierarchy

**Q:** What is the name given to design in a page layout that guides the viewers' eye in a particular direction?

**A:** Vector

**Q:** Name three key areas for discussion when analysing another designer's or illustrator's work.

**A:** Pictorial elements, Typographic elements, Formal Graphic Elements (*Bonus: discuss the designers' techniques and who the designer was inspired by*).

**Q:** When was the Art Nouveau period?

**A:** 1890 to 1910

**Q.** What are the key characteristics of Art Nouveau?

**A.** Curvilinear lines, organic forms, asymmetrical

**Q:** Name a key Designer from the Art Nouveau period, that created beautiful glass light ware.

**A:** Tiffany

**Q:** Name a Jeweller who created organic jewellery pieces in the Art Nouveau period?

**A:** Rene Lalique

**Q:** When was the Art Deco era?

**A:** 1920's-1930's

**Q:** What are the key characteristics of Art Deco?

**A:** Symmetry, Geometrical shapes and forms.

**Q:** Name two artistic movements that influenced the Art Deco period.

**A:** Cubism and Futurism

**Q:** What are the 4 suites found in a pack of cards?

**A:** Hearts, Diamonds, Spades and Clubs

**Q:** What do you call the suite detailed on a card front?

**A:** Pip

**Q:** In most packs of cards the Ace of Spades is usually larger and has more design detail and ornamentation... Why is this?

**A:** To prove that taxes had been paid on the deck of cards.

**Q:** What software program would you use when editing a photograph?

**A:** Adobe Photoshop

**Q:** Which software program best lends itself to typography?

**A:** Adobe Illustrator

**Q:** At what resolution do images need to be to ensure they are suitable for printing?

**A:** 300dpi

**Q:** What do you call a pre-prepared layout where you can slot in images and text?

**A:** Template

**Q:** What Assessment Objective mainly deals with research?

**A:** AO1

**Q:** What Assessment Objective focuses on recording?

**A:** AO3

**Q:** What assessment objective focuses on exploring techniques and media?

**A:** AO2

**Q:** What assessment objective focuses on completing a realisation that links recording, research and techniques?

**A:** AO4