

# Y8 GRAPHIC COMMUNICATION KNOWLEDGE ORGANISER

## AWARENESS CAMPAIGNS

**Raising awareness** is a process to inform and educate people on an issue. The intention of **awareness campaigns** is to promote a message, information and facts about an issue. By letting people know about an issue, they could make changes.

Awareness campaigns use; posters, banners, logo's, ribbons, saleable goods such as mugs and keyrings and social media to promote their message.

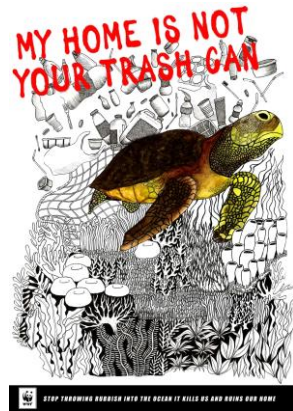


## DESIGNERS

**Pems Lou** is an Illustrator and **graphic designer** since 2012. She is based in Shenzhen China.



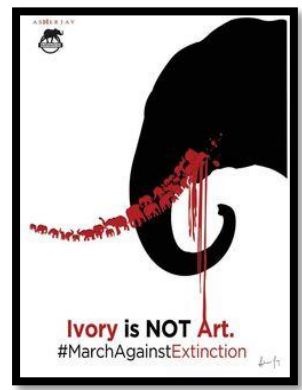
**Bethan Brook** is a Wales based illustrator and packaging designer who has a passion for animals and nature.



Through her illustrations she captures the patterns and details of nature, showing the beauty of animals. She uses the power of her illustrations to help raise awareness for endangered animals.

## AWARENESS POSTERS

An awareness poster contains images and text for promoting a campaign or a cause that needs more attention from people.










Awareness Poster Design is commonly used when it comes to charity events, fundraisers, drives, and social projects.

## KEY TERMS

AWARENESS CAMPAIGN	DESIGN	IMAGERY
COMPOSITION/LAYOUT	FOCAL POINT	SCALE
COLOUR THEORY	TYPOGRAPHY	ILLUSTRATION

## ADOBE TOOLS

-  **Selection tool:** Select drawn objects/ Move objects.
-  **Sub selection tool:** Edit shapes.
-  **Shape tool:** Creates shapes; rectangles, ellipses, polygon's stars etc.
-  **Paintbrush Tool:** The Brush tool creates a line or stroke. Great for drawing with and using like a real paintbrush.
-  **Shape Builder tool:** that allows you to create complex shapes from simple ones.
-  **Type tool:** Creates letters.
-  **Type on a path tool:** Lets you type on a drawn line or around a shape.

# AWARENESS CAMPAIGN

## DESIGN COMPONENTS

**Composition / Layout:** The arrangement of images and text within a design or artwork.



**Image:** An image is a picture, drawing or photograph of an object, person or thing.



**Focal Point:** Focal points are areas of interest that capture the viewer's attention.



**Scale:** The size of images, shapes and text.

**Typography:** The shape and style of letters (Typeface) and how they have been arranged to look attractive and readable.



**Typeface:** Letter appearance, style and shape.

**Colour theory:** is a set of guiding principles that is used by artists and designers based around the colour wheel.



**Habitat:** the natural home or environment of an animal, plant, or other organism.

**Species:** A species is a group of organisms able to interbreed and produce fertile offspring.

**Animal conservation:** is the act of protecting ecosystems and environments to protect the animals that live there.

**Climate change:** refers to long-term shifts in temperatures and weather patterns, mainly caused by human activities, especially the burning of fossil fuels.

## KEY TERMS