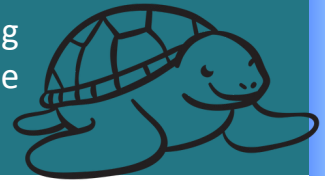


YEAR 8 GRAPHICS 'NATURAL HISTORY' MUGS

The Natural History Museum wants to create new merchandise to highlight 3 areas of Earth's natural history: SPACE, DINOSAURS and SEA LIFE. Your design will be placed on a MUG. You will use elements of your design to create supporting promotional materials and packaging. Your outcomes should connect with the needs of your client as well as your target audience.



KEY WORDS

Silhouette
Icons
Balance
Clipping mask

Texture
Pattern
Contrast
Composition

Vector
Illustrator
Scanning

Target audience
Consumer
Shape

Design Respond
Theme
Heat press








Wider Study Opportunities?

Careers - Animation, Sign Writer, Photographer, Graphic Designer, Digital Marketing, Architect




GCSE and A-Levels - Art, Graphics, Textiles, Photography, Product Design



Some of your learning will include:

-  Learn how to scan in an image onto a computer.
-  Introduction and refresher of Adobe Illustrator basics.
-  Using Adobe Illustrator to resize the canvas and objects, and learning how to expand vectors.
-  Create a clipping mask using an image and a vector.
-  Understand and create a well-considered design final piece, using aspects of space, colour, and texture effectively.

Assessment and Feedback:

-  **Assessment Objective 1:** Demonstrates an ability to develop ideas through investigations, demonstrating an understanding of sources.
-  **Assessment Objective 3:** Demonstrates an ability to record ideas, observations and insights relevant to intentions as work progresses.
-  **Assessment Objective 4:** Demonstrates an ability to present a final outcome that realises intentions and shows some opportunities for development.

Why this? Why now?

You are to build on your understanding of design started in Year 7's superheroes, whilst responding to spatial requirements, and a brief that holds more limitations and targeted needs.



You will be introduced to Illustrator. A key tool used at GCSE. You will be given 2 years of practice to understand the demands of GCSE, so that you are ready and skilled for the start of Year 10.

