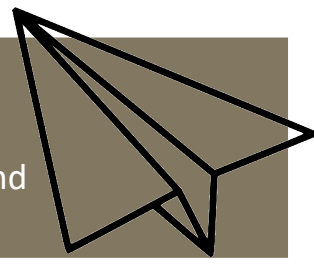


YEAR 10 POSTER PROJECT

Your Brief: to use Adobe Illustrator to create a set of three posters that respond to the theme of Travel. How can you communicate through digital design?



KEY WORDS

Illustrator
Balance
Colour
Composition

Posters
Communicate
Advertise
Branding

Tool bar
Vector
Expand
Display

Present
Primary Research



Wider Study Opportunities?

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

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

Year 10 Trip to London!

Some of your learning will include:

- How to get more out of Adobe Illustrator.
- How to research a topic in depth.
- How to research a designer and respond to their work.
- How to find a design style and create a set of posters that visually link.
- How to reflect on your work and process to better improve your work.
- How to best display your work to show off your final outcomes.
- How to apply your design to other aspects of advertising.

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.

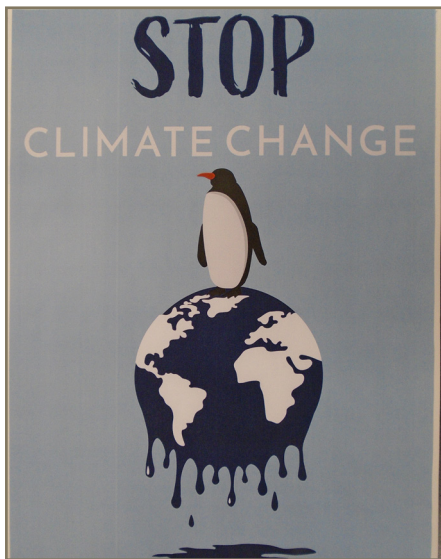
Feedback Opportunities:

Mid project feedback based on the assessment objectives

Personalised sticky notes

Verbal comments

End of project mark and feedback



Why this? Why now?

A refresher on how to use Illustrator, aimed at supporting your learning from KS3. You will build on prior knowledge to gain a better understanding of what works well using the Principles of Design to create a set of 3 posters. This project will be an introduction to essential research skills, and you will gain an understanding of how to produce your own high-quality outcomes inspired by the style of another designer.