

When writing about an example of Graphic Design you must try to remember the following sentence, and to write about the following points...

**"People Say Cats Can  
text for Salmon Sushi  
take outs!"**



# National 3/4/5 graphic design question guide

## The P in **people** stands for... **PRODUCT**

For example it could be a poster for a film, an example of food or drink packaging etc...

### Product questions to think about...

- What is it?
- What is its purpose?

## The S in **Say** stands for... **SHAPE**

The shape used in the design could be described as being a basic, geometric shape such as a circle or square.

A geometric shape is a shape with regular contours or straight edges.

An organic shape is inspired by nature and is softer; it is more free-flowing and irregular.

### Shape questions to think about...

- Are the shapes used in this piece of graphic design basic, geometric shapes or an organic shapes? Why do you think this?

## The C in **CATS** stands for... **COLOUR**

The types of colour used in the graphic design, for example colours can be *soft and subtle* or *bold and dramatic*, *warm* or *cool*, *harmonious* or *contrasting*.

For example if bright bold primary colours have been used does the design look fun, or if the product has a limited colour palette like silver, black or white does the design look sophisticated and stylish? If there is no colour in the product and it is just black and white it could be called *monochromatic*.

### Colour questions to think about...

- Do the colours clash or complement each other?
- Do you think the colour would attract a certain type of customer, do you think it is for children, teenagers or adults? Why do you think this?

## **The C in CAN stands for... COMPOSITION**

Composition means the layout or arrangement of the shape and the text in the piece of graphic design.

It might look busy or overloaded if there are lots of shapes, colours or patterns. It may also look busy if the text is very decorative or detailed.

A minimalist composition means just a few shapes or colours are used and the text maybe simple and quite basic.

### **Composition questions to think about...**

- What do you notice about the composition?
- Is the composition symmetrical - the same sort of shapes to left and right or top and bottom? Or is everything placed to a certain side?
- Is it busy and crowded looking or quite empty and minimal?
- Does it looks like the image has been split into sections or shapes?

## **The T in text stands for...TEXT**

Text is any words, type or information that is featured in the design.

### **Technique questions to think about...**

- Is there a lot of text in this piece of graphic design or is it minimal?
- Is the text obvious and easy to read or is it unclear and hard to make out?
- Is the text used in this graphic design simple and uncomplicated or is it very decorative and elaborate?

## **The F in for stands for...FOCAL POINT**

The focal point of the design is the first thing you notice, it is normally in the centre of the image, the biggest object or the brightest coloured object.

### **Focal point questions to think about...**

- What do you think the focal point of this graphic design is? Why do you think this?
- Do you think there could be more than one focal point in your chosen graphic design?

## The **S** in **salmon** stands for...**STYLE**

What the product looks like...

### **Style questions to think about...**

- What does the product look like? (old-fashioned/retro, or modern/futuristic)
- Does it look hand-drawn or does it look like it has been computer generated? Is there a mix of both?
- Does it look like it has come from, or been inspired by, a certain period of time?
- Do you think the designer thought a lot about how it looks?
- Will the style of this product go out of fashion or is it classic and timeless?

## The **S** in **sushi** stands for...**SIZE/SCALE**

The size or scale of this product...

### **Size/Scale questions to think about...**

- Is it large or small?
- Does it have to be a certain size to do its job properly?

## The **T** in **take** stands for...**TARGET AUDIENCE**

### **Target audience questions to think about...**

- Who do you think this product has been designed and made for?
- Do you think it has been made for children? Why do you think this...because of the materials used or the colours used?
- Do you think there is a wide target audience where you could imagine almost everyone liking or using this product? Why do you think this?

## The **O** in **outs** stands for...**OPINION**

Your thoughts and feelings on the product and its design...

### **Opinion questions to think about...**

- Do you like the product?
- Do you think it is a good product? Why do you feel this way?