

For your design written work you be given 3 prompts from the words below to discuss...

3 prompts for the image question

3 prompts for the design essay question

For example; for the image question you could be asked to discuss: target market/audience, imagery and colour. In the essay question you could be asked about function, layout and pattern.

FUNCTION... What the piece of design is and what it does... For example it could a poster for a film, an example of food or drink packaging etc...

Function questions to think about...

- *What does this piece of design do?*
- *What is the purpose of this piece of design?*

FITNESS FOR PURPOSE... For example if it is a poster, it should clearly advertise an event or product. Or if it is a computer game cover does it explain or describe the game?

Fitness for purpose questions to think about...

- *Is it a sensible design? Does it do what it is supposed to?*
- *Is it just practical or is it decorative and attractive too?*

MATERIALS AND/OR TECHNIQUES How has the piece been made and what has it be made from?

Materials and Technique questions to think about...

- *How do you think the piece has been made?*
- *Has it been made by hand? Or has been made using a computer?*
- *What technology do you think has been used?*
- *Has the designer used photography to produce the imagery?*

TARGET MARKET/AUDIENCE Who would buy or need this piece of design?

Target market/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? Is it 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?*

VISUAL IMPACT... Does this piece of design make an impact and catch the audience's eye?

Visual impact questions to think about...

- *Do you think this piece is striking and attention grabbing?*
- *Why do you think this?*
- *What is it that makes this piece stand out?*
- *Do you like this piece, and why do you feel this way?*

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?*

INFLUENCES/SOURCES OF INSPIRATION... What do you think has affected this piece?

Influences/Sources of inspiration questions to think about...

- *Do you think this piece has been inspired by a certain period in time or a certain style?*
- *Has it been inspired by a certain theme?*

IMAGERY... What type of images or pictures have been used in this piece of design?

Imagery questions to think about...

- *Why do you think this picture or image has been used?*
- *What images are in the design?*
- *Are they obvious and realistic or have they been simplified?*
- *Are the images black and white or are they in colour?*

DECORATION... Is this piece of design very decorative and pleasing on the eye?

Decoration questions to think about...

- *Do you think this piece is very decorative?*
- *Is it very detailed and busy or is it very simple and minimal?*
- *Does the piece look quite masculine or feminine?*
- *Does the piece include obvious pattern, through colour or shape?*

LAYOUT... The composition 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.

Layout questions to think about...

- *What do you notice about the layout?*
- *Is the layout 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 look like the image has been split into sections or shapes?*

LETTERING... Any words, type or information that is featured in the design.

Lettering questions to think about...

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

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?*

PATTERN... Does this piece of design show or contain any repeated shapes or colours?

Pattern questions to think about...

- *Does the piece include obvious pattern, through colour or shape?*
- *If there is pattern is it obvious or not?*
- *Is it regular or irregular? (Regular is same shape, same size and same colours. Irregular is perhaps same shapes but differing sizes and colours.)*

SHAPE and or FORM... 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?*