

# Art Year 12 Launchpad

Graphics is 'Visual Communication' - and graphic designers aim to communicate their message through the use of colours, lines, shapes and images to guide the viewer through a story instead of words. It is found everywhere around you from logos to posters, from advertisements to book covers and sweet packaging to shop fronts with each design communicating a message to you.

## TASK

Research one of the below artists that you like the most. You will be asked to present your research to your new class so find one you like the most.

### Artists to Select From.

Alberto Giacometti, Alexander Calder, Egon Schiele, Henry Moore, Ed Fairburn, Jenny Saville, Lucian Freud, Frank Auerbach, Basquiat, Picasso

Source 8-10 graphic images of their work and add your own analysis through annotation. You can use the below prompt questions to help you. This should show your own opinion on their work as well and explore if you think it is appropriate or not.

You can also add some details about their life that may have inspired their design career like where they live or the school they attended. What design movement, did they identify with if any?

You will be asked to present this work for 5 minutes, so do be prepared to talk about it as well in front of others. Especially consider how you could summarise their work in one sentence or even one word.

### Annotation Prompts -

What especially attracted you to their artwork?

What details (colours, texture, lines, media, subject) do you notice the most when you look at their designs?

What common details or themes are found across their artwork?

Which specific details differ and change across their different artwork?

