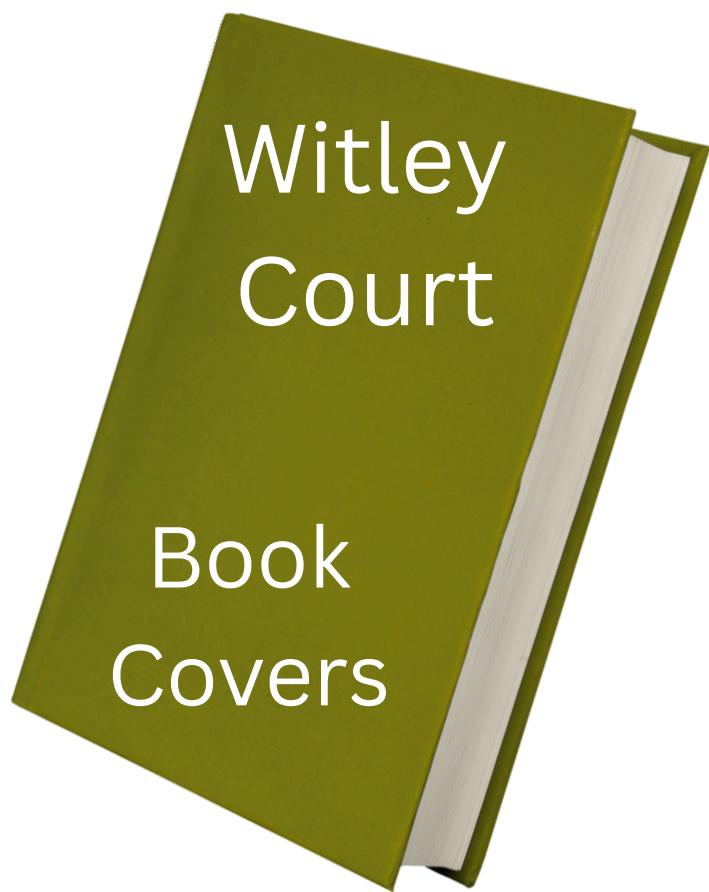




Made on Canva



Witley Court was one of Europe's most lavish Victorian estates. An iconic portico and timeless fountain – both penned by famed designers – are hallmarks of this West Midlands treasure. Nearly one hundred were on staff, and for centuries it served as a residence for British Lords who often entertained royalty. However an early twentieth-century fire ravaged the building, and the cost to rebuild forced the owners to abandon the home. It wasn't until decades later the derelict building was rescued by a preservation commission, and today it stands as the grandest Victorian manor in arrested decay.

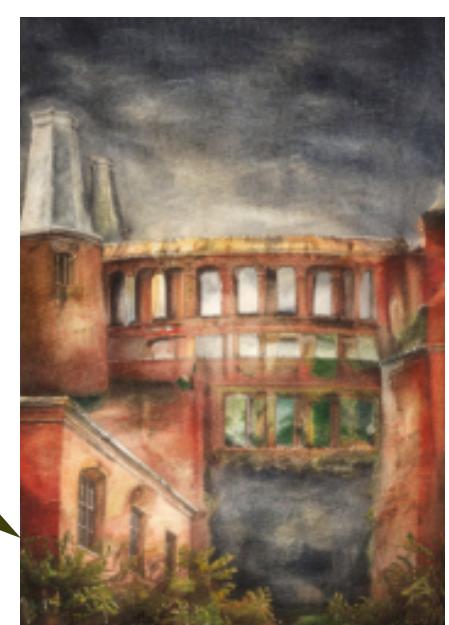
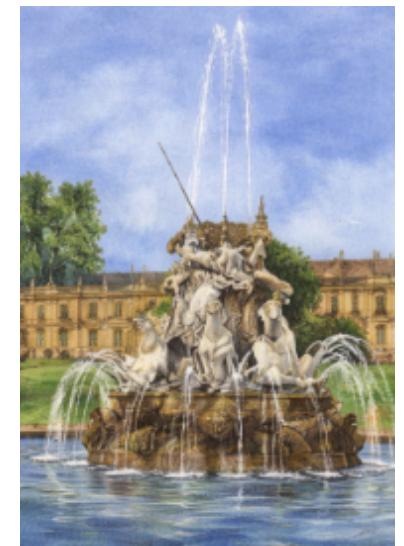
**Typeface:** The design of lettering that can include variations.

**Genre:** A style or category of art, music, or literature.

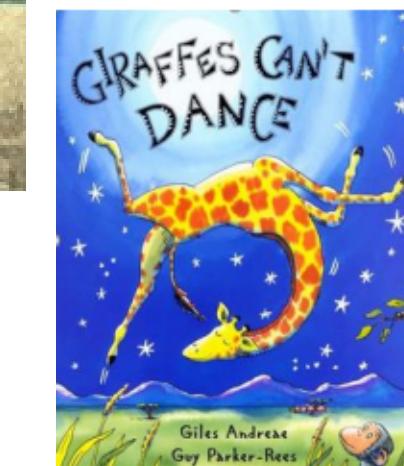
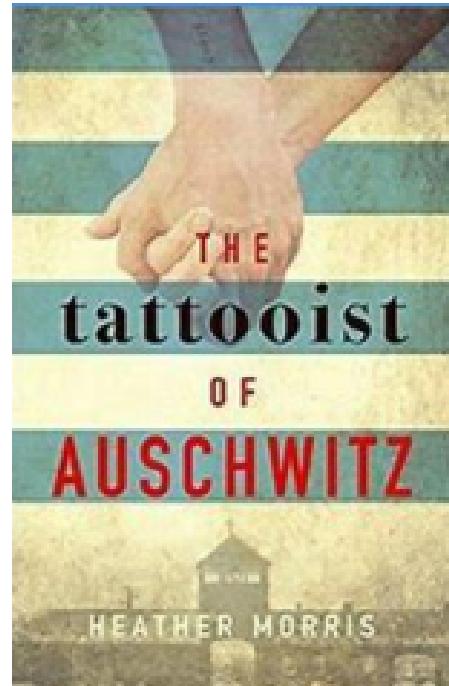
**Audience Specific:** Making choices based on knowledge of the audience.



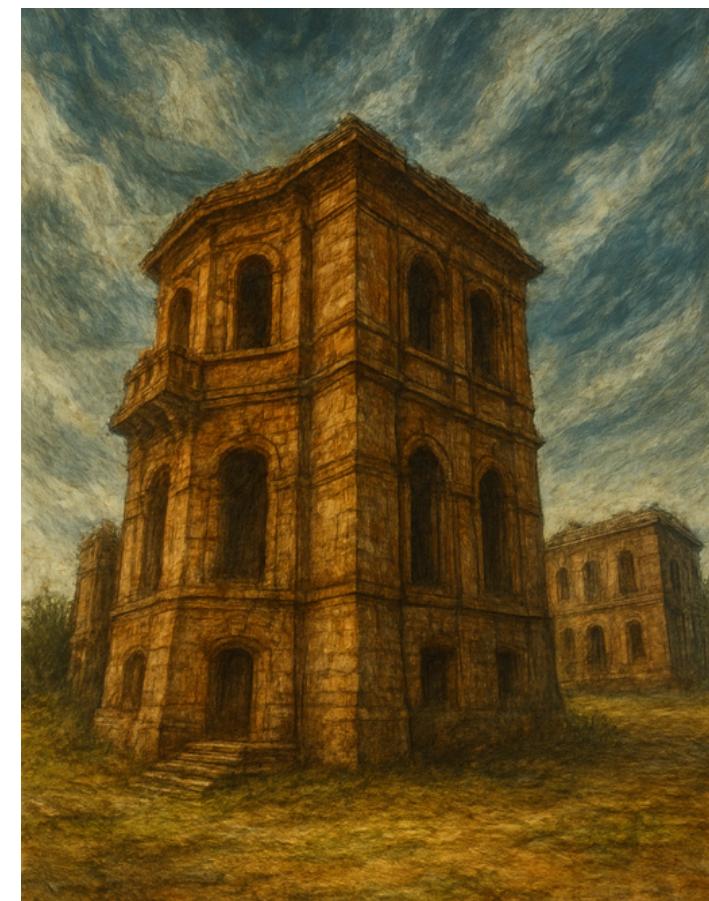
You will focus on shape to produce quick observational drawings which you will develop following lessons on shading and line.



You will experiment and evaluate how different materials can create different effects.



You will design suitable typefaces with imagination and accuracy to suit genres using art materials and I.C.T.



You will use your understanding of genre and materials to select the right design and equipment to develop a drawing from Witley Court into a professional looking book cover.



# Knowledge Organiser

You will understand how designers make choices about each of the elements in their work & use your knowledge of key vocabulary to describe how.