

**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.**



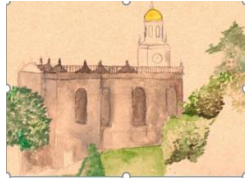
**Witley Court** was one of Europe's most lavish Victorian estates. An iconic portico and timeless fountain – both penned by famed designers – are hallmarks of this West Midlands treasure.

Nearly one hundred were on staff, and for centuries it served as a residence for British Lords who often entertained royalty.

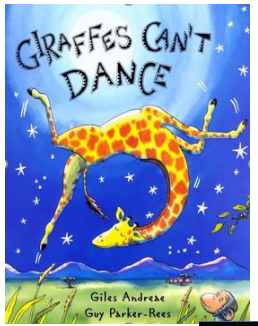
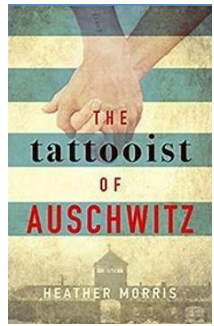
However an early twentieth-century fire ravaged the building, and the cost to rebuild forced the owners to abandon the home. It wasn't until decades later the derelict building was rescued by a preservation commission, and today it stands as the grandest Victorian manor in arrested decay.



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



# 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.**

**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.**