

What is Modelling?



example, cards and papers.

Models are used extensively in Design and Technology to illustrate an idea, or to test out some aspects of an idea. Modelling generally makes use of simple easy to work with compliant materials; for

St Ivo Academy

Design and Technology Department

Modelling Project

Knowledge Organiser

Perspective Drawing

One Point Perspective is a type of linear perspective that uses a single vanishing point to create the illusion of depth in a drawing.

Here's a list of useful vocabulary that is frequently used when describing a one point perspective drawing.

Parallel – Parallel lines are lines that never touch, even if they are extended indefinitely.

Horizontal Lines – Lines that are drawn from side to side, level with the horizon. Horizontal lines will be parallel to the top and bottom edges of your paper.

Vertical Lines – Lines that are drawn up and down and perpendicular (right-angled) to the horizon. Vertical lines should be parallel to the sides of your paper.

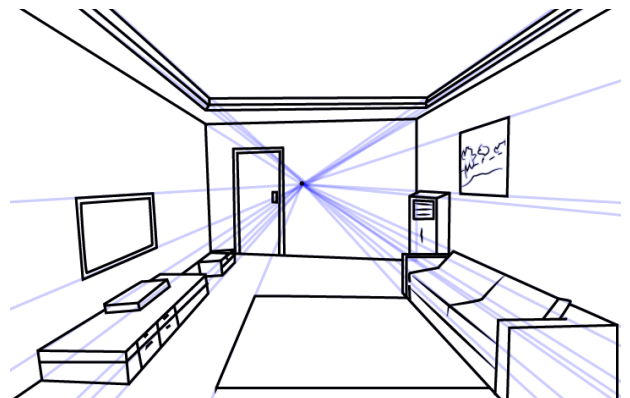
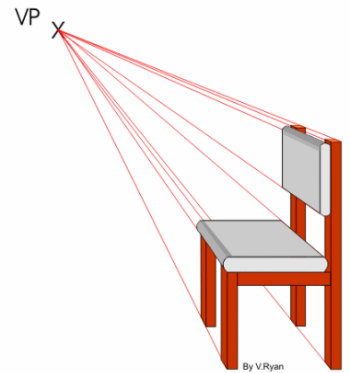
Slanted Lines – Lines that are neither vertical nor horizontal; slanted lines are diagonal.

Horizon Line – The horizon line is a special horizontal line that represents eye level to the viewer.

Vanishing Point – A point on the horizon line where all perspective lines meet.

Perspective Lines (orthogonal lines) – The lines that meet at the vanishing point. Perspective lines are parallel in real life, but converge in a one point perspective drawing.

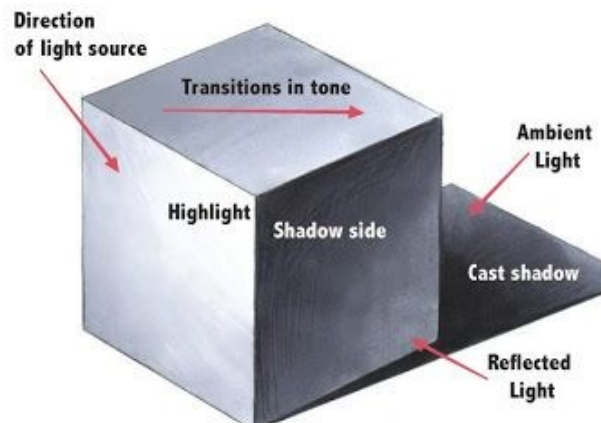
Plane – A plane is a flat, two-dimensional surface with no thickness. A cube, for instance, has 6 planes.



Rendering

Rendering means applying colour and shading to the drawing of an object to make it look more 'real' and more 3 dimensional (3D). This can be done with tone, showing the contrast between light and dark.

Tip: Remember that the shadow will always be on the opposite side to where the light comes from.



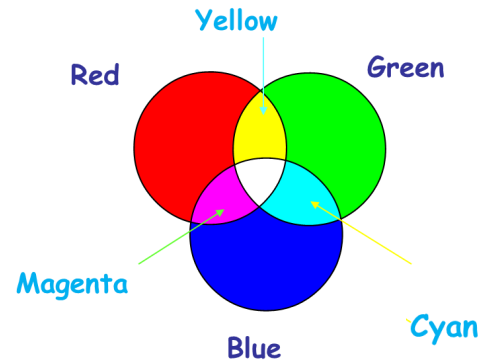
Colours

Colour is by far the single most important stimuli to reach the end consumer. Research suggests that a given item has less than a second to catch the consumer's eye before it is ignored.

Choose the right colours

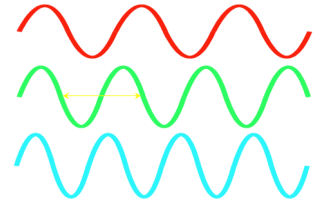
- Colour increases brand recognition by up to 80%.
- Colour adverts are read up to 42% more than similar adverts in black and white.
- Colour can be up to 85% of the reason why people decide to buy a product.

You can make any colour by mixing three colours. Do you know what they are? Each colour has a different wavelength. These wavelengths overlap each other to make the colour white.



Complementary Colours: These are colours that are opposite each other on the colour wheel.

Analogous Colours: Three colours that are next to each other on the colour wheel.



Key Project Terms

What is Menu?

It is a detailed list of food and beverage offerings, with their respective prices. It is prepared by a food and beverage businesses, to keep the customers informed about the availability of various items.

What is a Business Card?

A small card identifying a person, in connection with his or her business. This can be given to a client or potential customer.

What is a Flyer?

A flyer is a paper advertisement, often printed in bulk for distribution on a large scale in public places, through the post or directly handed out.

Tools for this project

Craft knife
Glue gun
Cutting mat
Safety ruler
Scissors

Observe all safety instructions when using these tools.



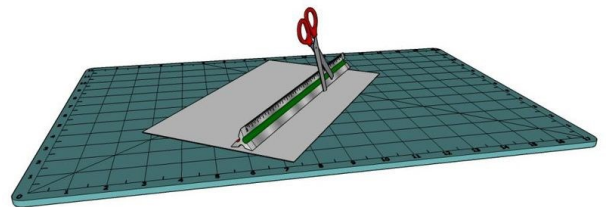
What is a Poster? A poster is a large piece of printed paper that has a message, usually with a picture. Posters may be used for advertising, education, propaganda and decoration.

Sheet materials may be scored or creased to make folding easier and more accurate.

Scoring and Creasing

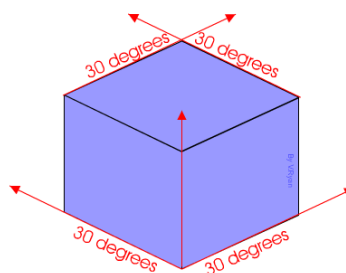
Scoring is the process of scribing, or even partly cutting through the material, along the line to be bent or folded.

When working with card, this can be done using a pair of scissors, but thicker sheets may need to be partly cut through with a craft knife.



Isometric Drawing

Isometric projection drawing is way of presenting designs/drawings in three dimensions. In order for a design to appear three dimensional, a 30° degree angle is applied to its sides. The cube opposite, has been drawn in isometric projection.



Frontage/Facade: The extent of the front of a shop, along a street, river, etc.

Leaflet: A small flat or folded sheet of printed matter, as an advertisement or notice.