

Art - Redesigning Food Packaging – Drawing and Graphic Design

Year 6

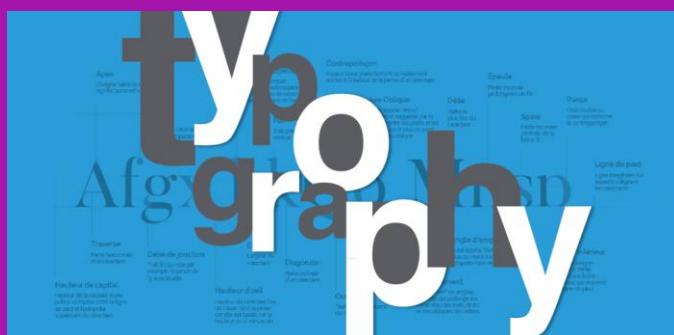
Key Vocabulary	
Graphic Design	The art and profession of using visual elements like typography , images , colours , and layout to communicate specific ideas or messages to an audience
Typography	The art and technique of arranging type to make written language appealing when displayed.
Composition	The arrangement and organisation of visual elements.
Net	A pattern of 2D shapes that can be folded along its edges to form a 3D shape.
Mock up	A visual representation or model of a design.
Target Market	A particular group of customers at which a product has been specifically designed to appeal to.



Abi Connick



Abi Connick is a graphic designer who designs and redesigns packaging for a variety of industries including the food industry. She uses a range of online tools to create mock up designs which she submits to large organisations who will then use her work to package their product.



Food Packaging Net

