Pearson

GCE A Level
Advanced
Art and Design

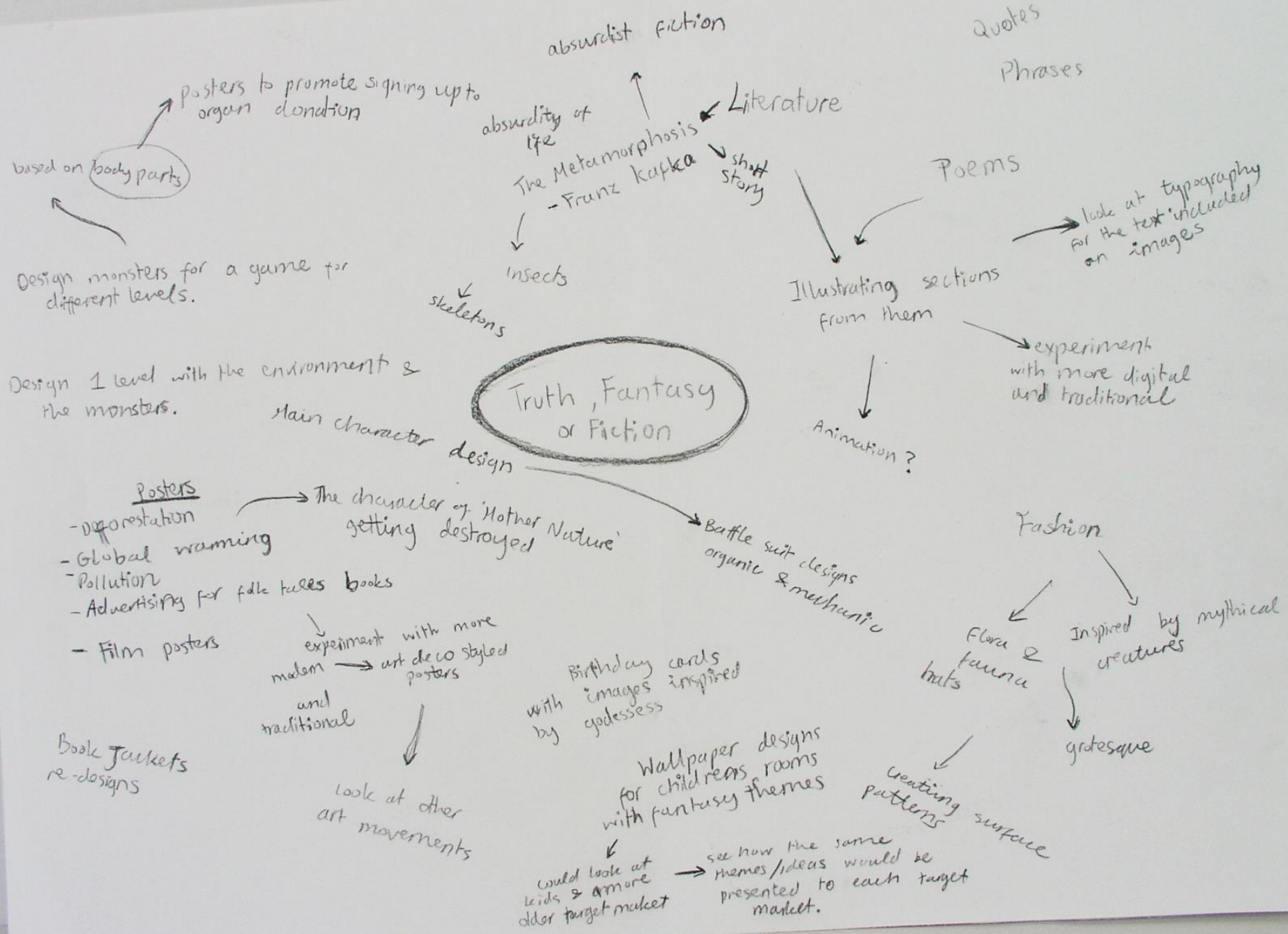
Graphic Communication
Component 2

MAX

Total Mark 50

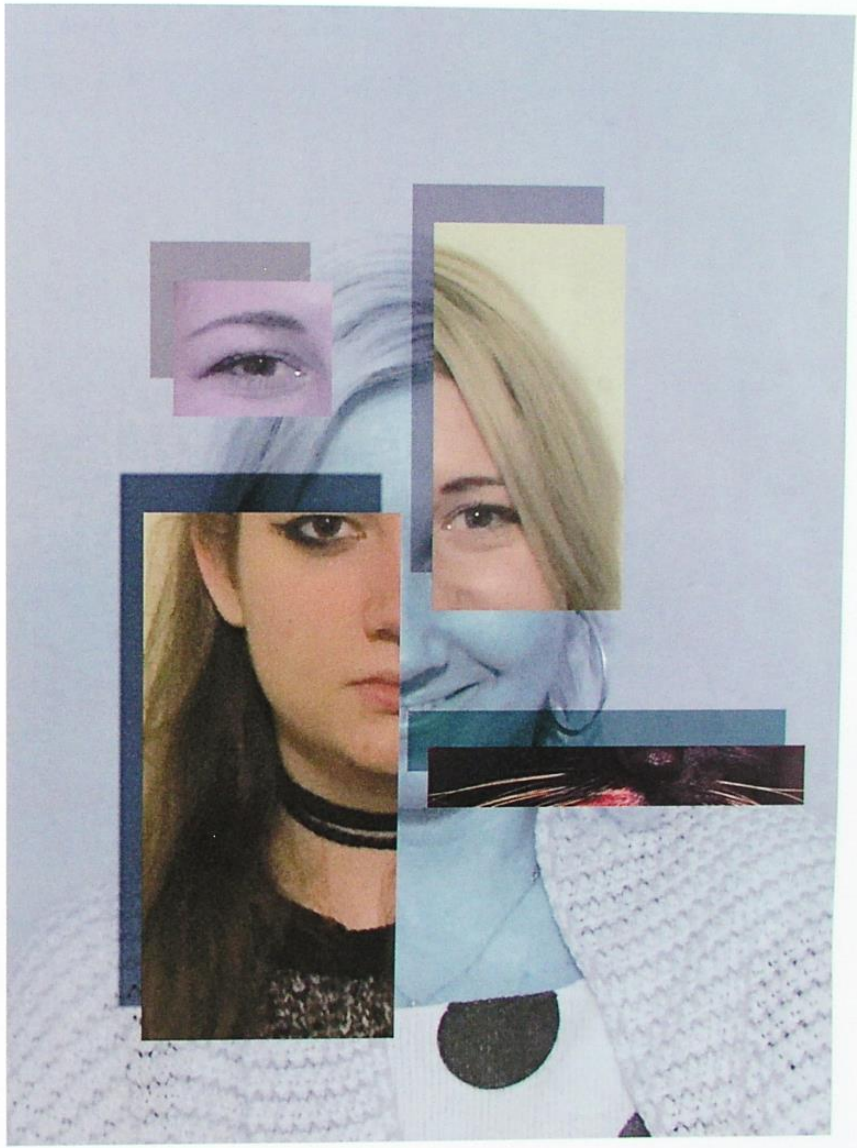
	AO1 Develop	AO2 Explore and Select	AO3 Record	AO4 Realise
Mark	11	12	14	13
Performance Level	4	4	5	5
			Total out of 72	50

Pearson

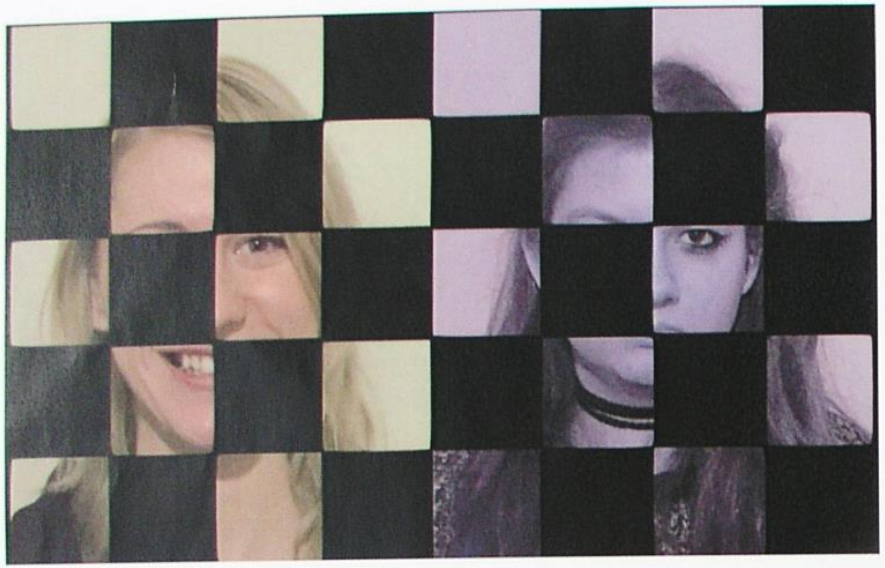

absurdist fiction
Quotes
Phrases
posters to promote signing up to organ donation
absurdity of life
Literature
The Metamorphosis - Franz Kafka
short story
based on body parts
Poems
look at typography for the text included on images
Design monsters for a game for different levels.
Insects
skeletons
Illustrating sections from them
experiment with more digital and traditional
Design 1 level with the environment & the monsters.
Truth, Fantasy or Fiction
Main character design
Animation?
Posters
- Deforestation
- Global warming
- Pollution
- Advertising for fake tales books
- Film posters
The character of 'Mother Nature' getting destroyed
Battle suit designs organic & mechanic
Fashion
experiment with more modern → art deco styled posters
and traditional
Birthday cards with images inspired by godesses
Flora & fauna
Inspired by mythical creatures
hats
grotesque
Book Jackets re-designs
look at other art movements
Wallpaper designs for childrens rooms with fantasy themes
creating surface patterns
could look at kids & more older target market
see how the same themes/ideas would be presented to each target market.

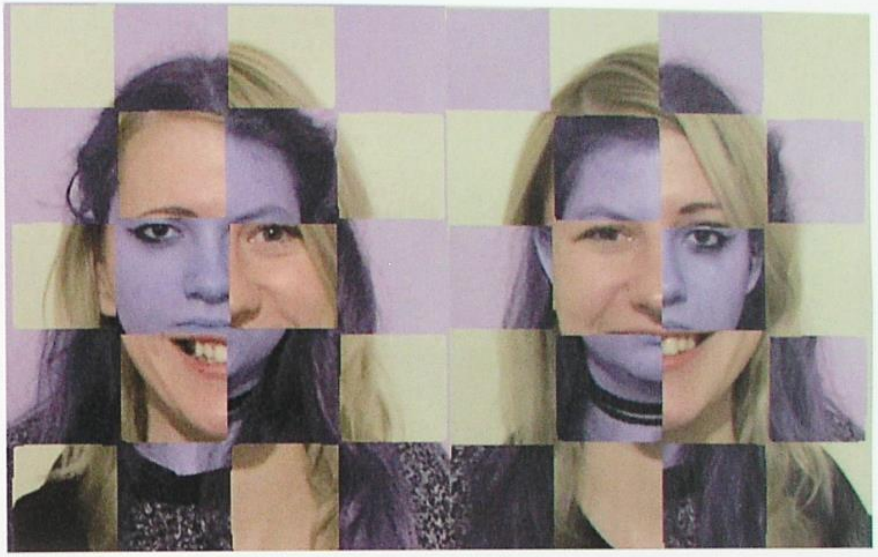
I brought in some of my own photographs and used Photoshop CS5 to manipulate them through firstly I also made copies of the photographs and lowered the saturation to make them monochrome.
For this first image I just used the crop tool to select areas to drag them over to the image.

For this image I used the polygon lasso tool and I also added on drop shadows.



Here I started to change the hue & saturation levels.

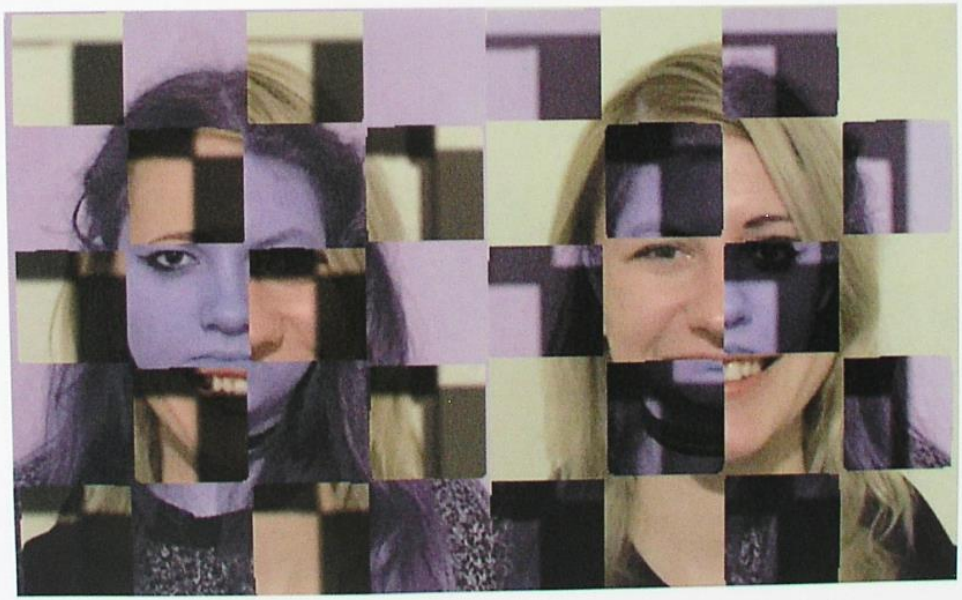




For these I firstly used a grid I found online and then underneath this layer I brought in two of my images for which I at first changed the Hue & saturation to a purple and yellow.

For the second image I selected the grid and went back to the original photograph which I copied and then used paste special & paste into to have the photograph inside the grid which I then re-sized to fit on one half and did the same for the other image.

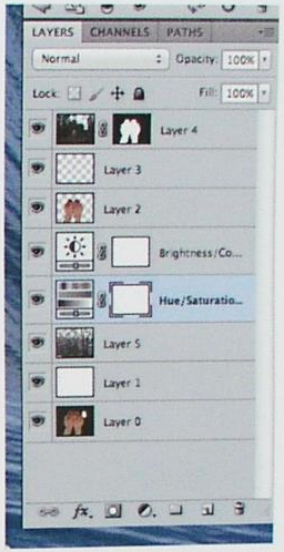
I then for the third added a drop shadow onto the grid layer.



A problem that appeared once I added in the photographs into the grid was that the squares aren't touching and are somewhat jagged at the edges which makes it somewhat disjointed so maybe I should have used another grid which was better constructed.

Here I used primary and secondary images to create these collages.

ARCTIC OCEAN
North Pole
ANTARCTICA
South Pole
AUSTRALIA
Glacier, ice cap, or ice sheet



This image was heavily inspired by Jerry Uelsmanns work where he had a black and white image within a pair of hands and I tried to mimick that image though I kept mine in colour. His work often uses nature scenes, people and old buildings so I at first used a image of a old burnt building I found. Though afterwards I had a image of ice which I then added effects to on the next page.

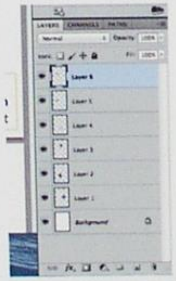
referenced design off Pinterest

I then tried using a similar cutting technique which I did try out different effects for through I made a book cover reponse for it and kept it black and white.

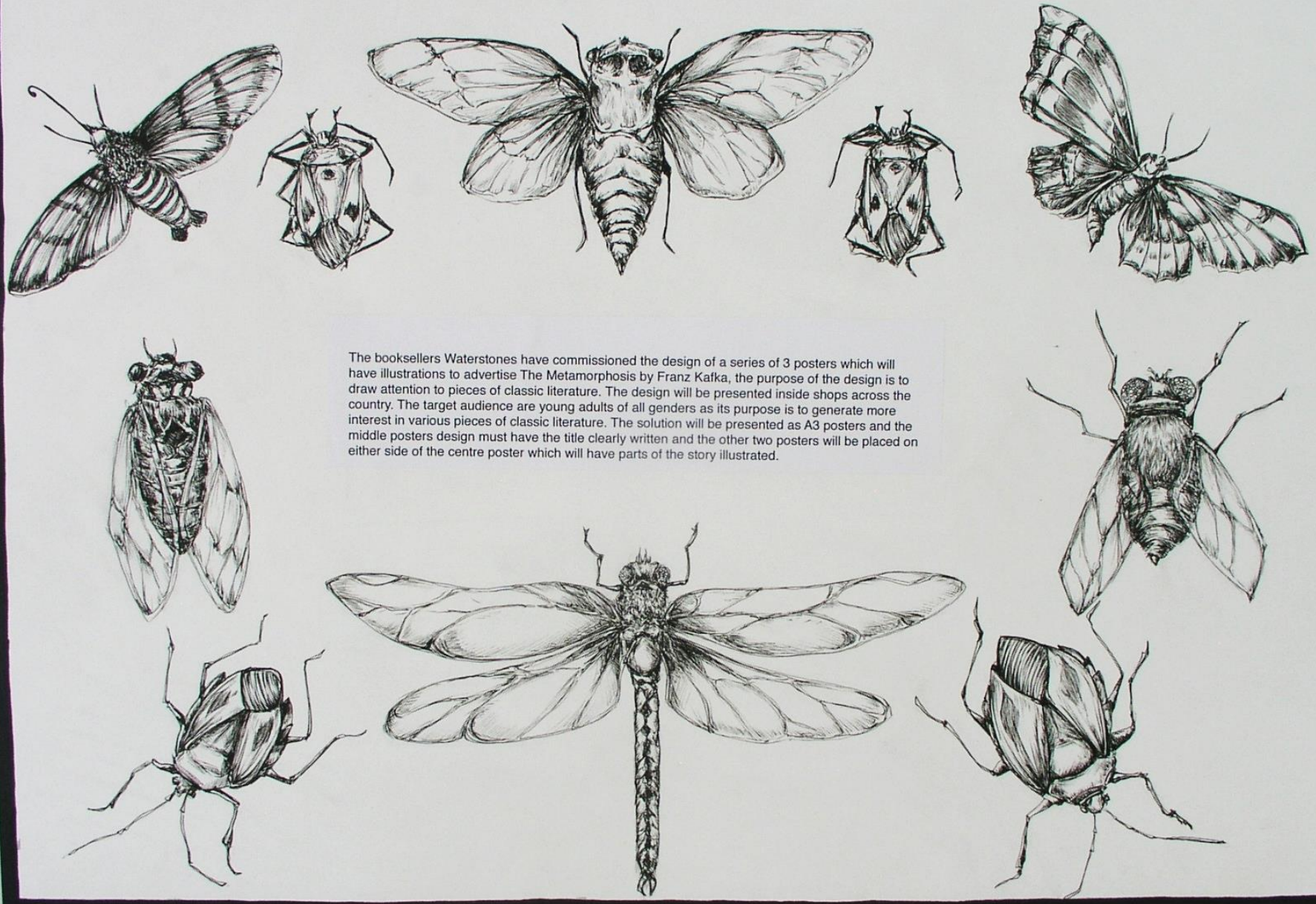
For this I used two images and onto a my first image I used the eliptse tool and used paste special, paste into to clipse second image which using my I had edited.

THE METAMORPHOSIS

FRANZ KAFKA



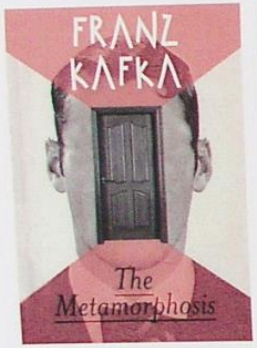
I used this as a reference design for my own response



The booksellers Waterstones have commissioned the design of a series of 3 posters which will have illustrations to advertise The Metamorphosis by Franz Kafka, the purpose of the design is to draw attention to pieces of classic literature. The design will be presented inside shops across the country. The target audience are young adults of all genders as its purpose is to generate more interest in various pieces of classic literature. The solution will be presented as A3 posters and the middle posters design must have the title clearly written and the other two posters will be placed on either side of the centre poster which will have parts of the story illustrated.

The Metamorphosis - Franz Kafka

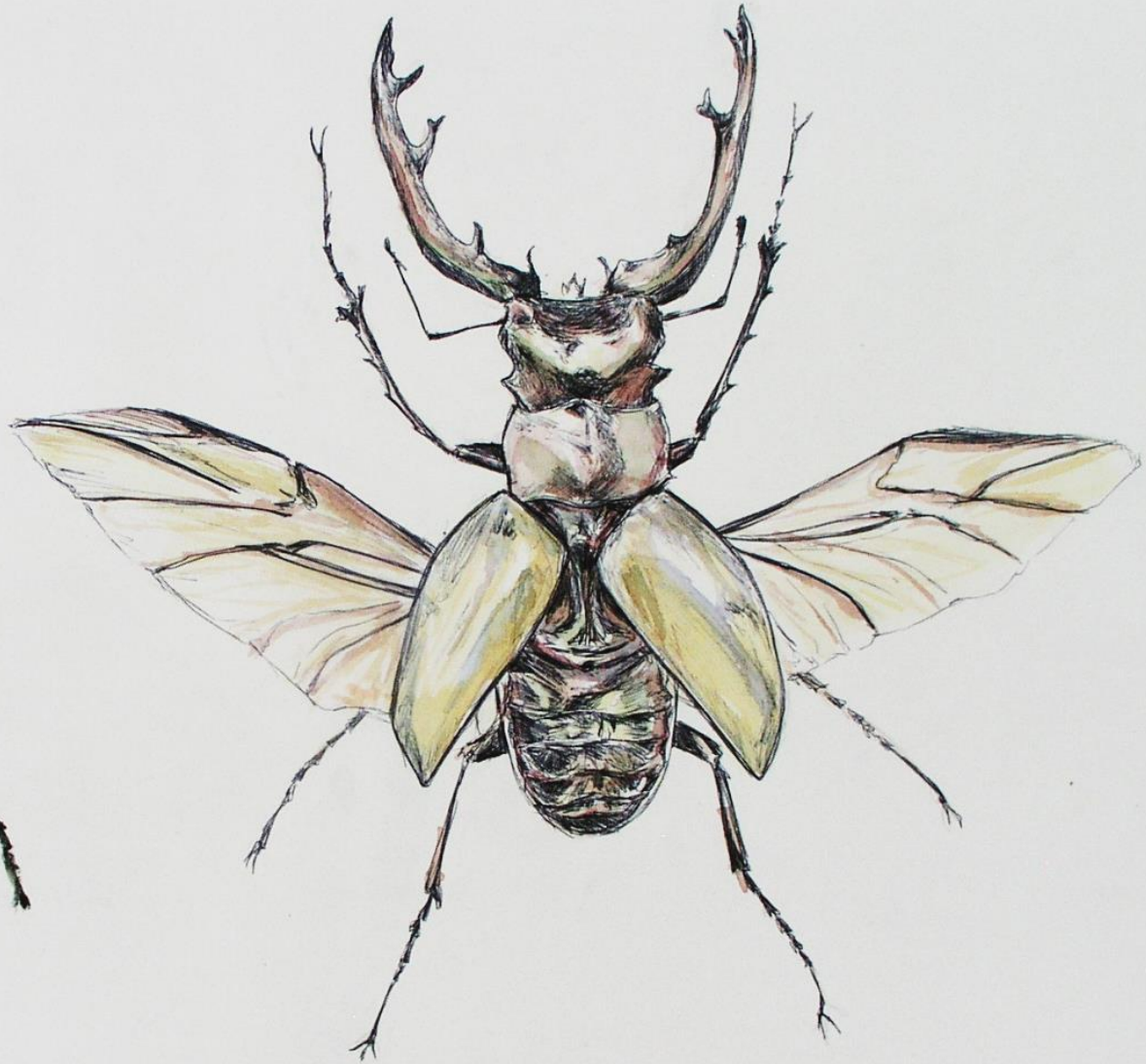
This is a short story written by Franz Kafka in 1912 over a three week period during the autumn but it took three years of encouragement for this story to be published in 1915. The original text was in German but it was translated into English in 1933. This is Kafka's most well known work and is regarded as one of the most important pieces of fiction from the 20th century in the western world.
The story is about a man named Gregor Samsa who is a traveling salesman in order to earn money to support his family who one day wakes up to find that he has been transformed into a 'giant verminous bug' though the exact meaning cannot be directly translated as it was never directly specified him being a insect but instead ungeheueres Ungeziefer was used in German which can be meant as a unclean animal that is not fit for sacrifice. Though Ungeziefer can be used to describe a six legged bug, so what Gregor has turned into was never specific. Though when talking to a publisher about the book cover he did refer to the creature as 'insect'. The reason behind the transformation was never explained and it deals with Gregor adjusting to his new state and the burden he has become to his family.

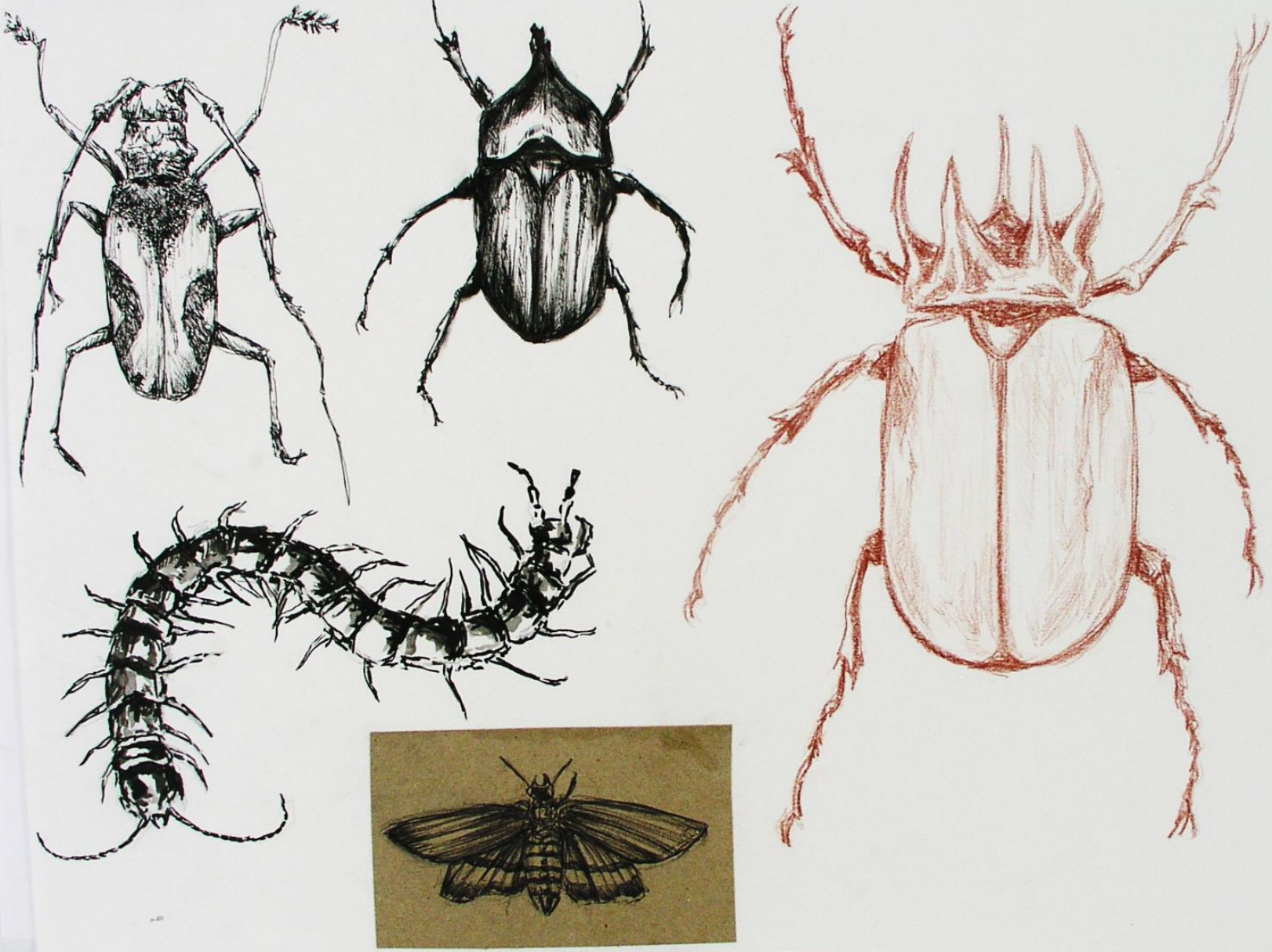


There are many existing cover of the story from which I can take inspiration from and I noticed that many of the book covers are simplistic in their design and many do depict a insect on the cover, and as these are book covers a more simple yet bold design works best so it is easily recognisable and the title is clearly readable. I feel as though a design like this would work best for the centre poster.

I then looked at a graphic novel adaptation of the story by Peter Kuper as I thought this would be more relevant for the two other posters which will have the story illustrated, and I thought these could be more detailed as long as the centre poster is more simple.
In this adaptation I personally feel as though the insect form of Gregor is too defined and not how I imagined him when I was reading the story as in my mind the creature that Gregor is depicted as was somewhat more grotesque and not so clearly identifiable and so when it comes to making my own Gregor I will make him more loose from a certain from. Though i do like how there are high contrasts of the black and white with harsh lines, especially on the cover where the light is used to centre Gregor showing that he is looked down upon by the shadow human figure and as well as allow for the title of the book, the author and the adaptors name to be clearly readable.

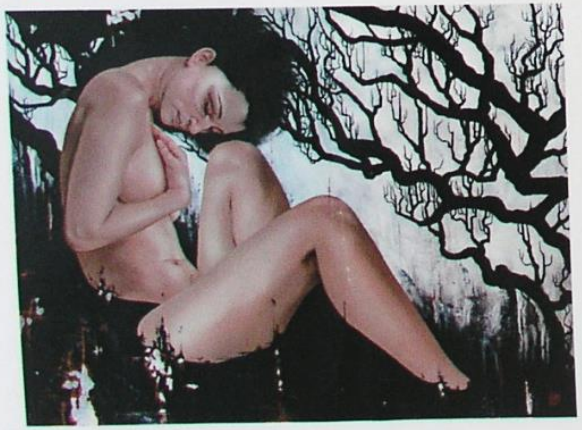
Direct observational drawings.

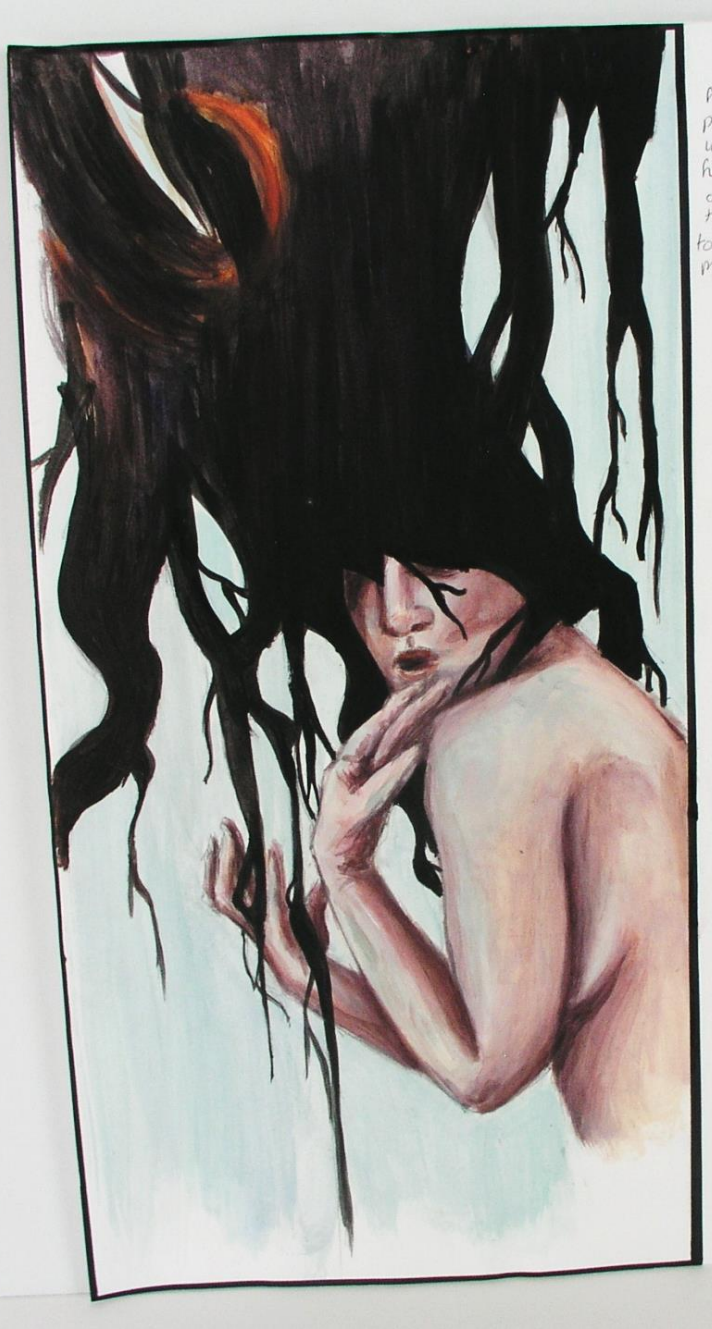




Carly Janine Mazur

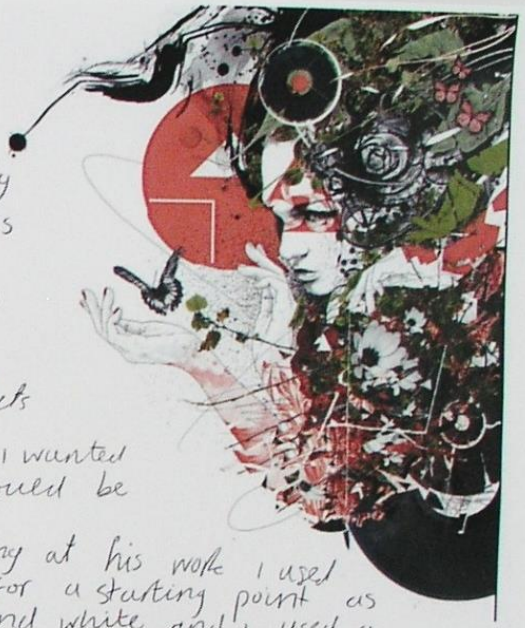
Carly Janine Mazur is based in Connecticut and has gone to Massachusetts college of Art and Design. She creates her works traditionally using both acrylics and oils. Her paintings consist of mainly one female figure rendered realistically admidst a more abstract background making use of harsher shapes and a limited palette, as her figures are of a more pinkish tint while her main background colours are kept to light blues and turquoises. I chose to look at her work for some inspiration as I thought that where she has the dark, sometimes tree like shapes coming out from the figures would be how I could use the insects to show the metamorphosis from the human form of Gregor to more of a insect like creature as I feel as though I would like to retain some of the human body elements. In many of her works the harshness of the shapes in the background flow out from the hair of the figure which works well to bring the background and figure together through the technique used to render each section is rather different.





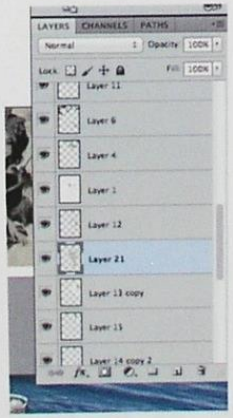
This is a study of one of her works however on the next page I made a image inspired by her paintings, and I added insects into the darker shades to link more to the metamorphosis.

Marumiyan



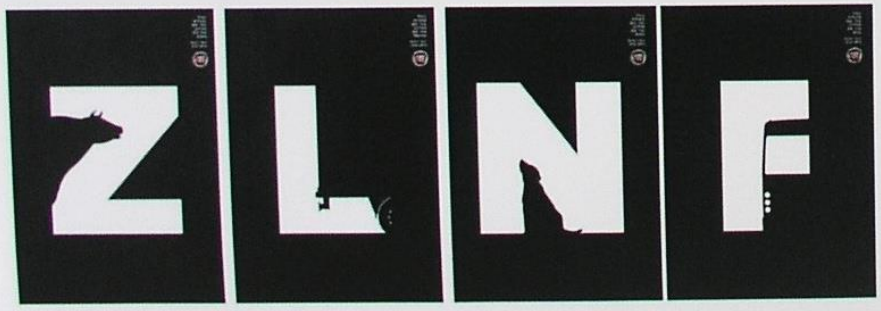
Marumiyan is a artist/illustrator born in 1985 in Fukuoka, Japan where he is currently working. His work is mainly created through collage of including both photographs and also drawings using digital media to bring it together. He has done work to create websites, CD jackets, posters etc. and had been chosen as one of the "10 top artists' on the design magazine MdN (Japan). His work often incorporates floral elements and insects and makes use of bright colours.
Since I looked at a very traditional previous artist I wanted to look at more digital work and see how they could be brought together

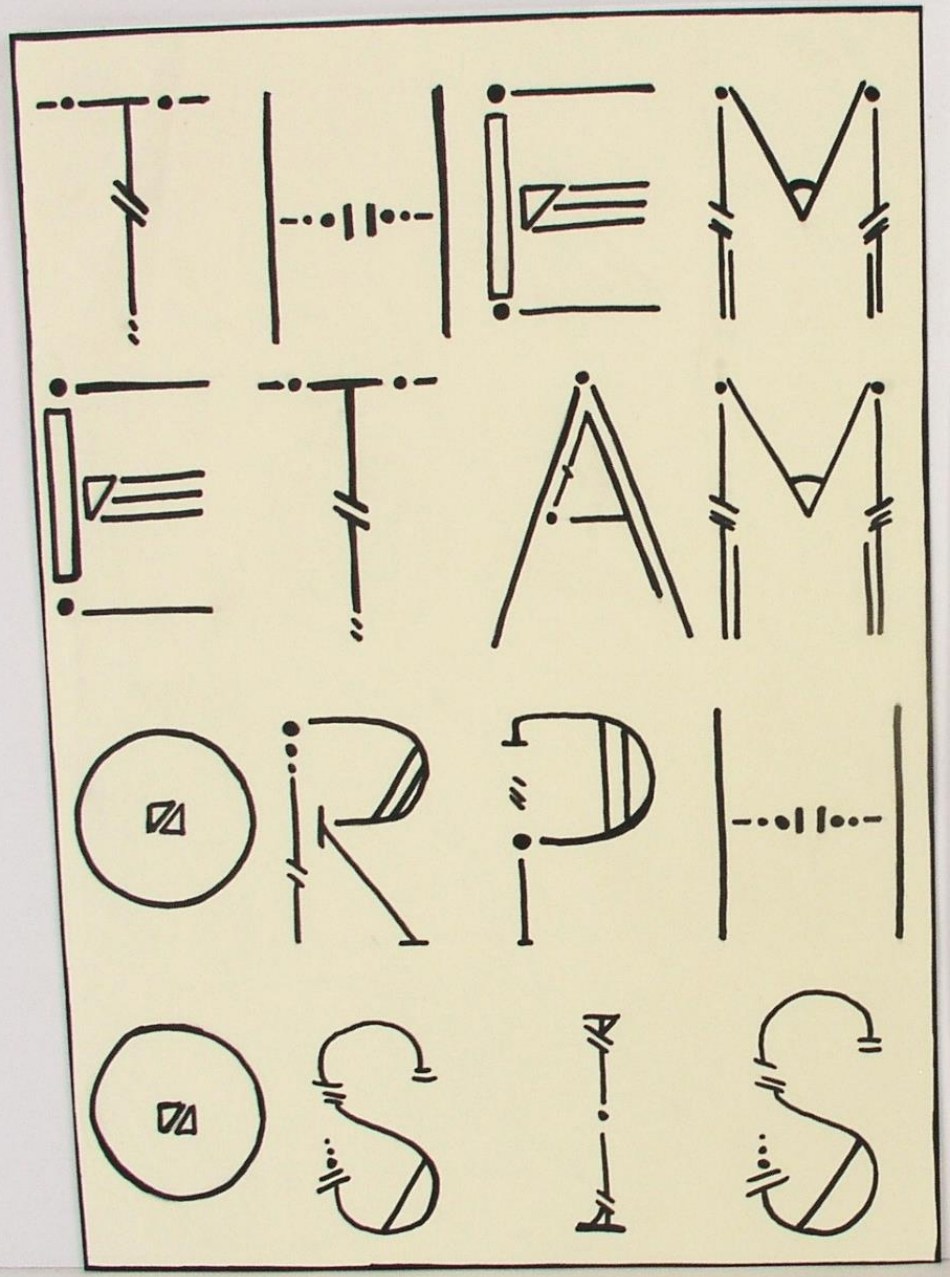
When I started to do my response looking at his work I used the image in the bottom left corner for a starting point as I didn't want to leave the background white and I used a similar background colour as well as then adding the circular shapes with the brush tool. I started to use all of my previous drawings of insects that I had scanned in and to some I applied flat colours to.



Typography

For my three posters there will also be text included so I wanted to look at some different forms of typography which I could use, which I have gathered from numerous websites. The more illustrated letters which I found on behance I think are rather effective on their own but for me if I were to have something like this for my centre poster then I would not be able to have any other image on the same page as for my centre poster I want it to be more simple in design compared to the other two posters that will sit alongside it. The more abstract/cultural type I think would be interesting to bring some more detail into the poster if the rest of it is kept to more simpler shapes, however the type then may not fit the story. I think that the awareness posters have a clever design as its incorporating the image with the letter.

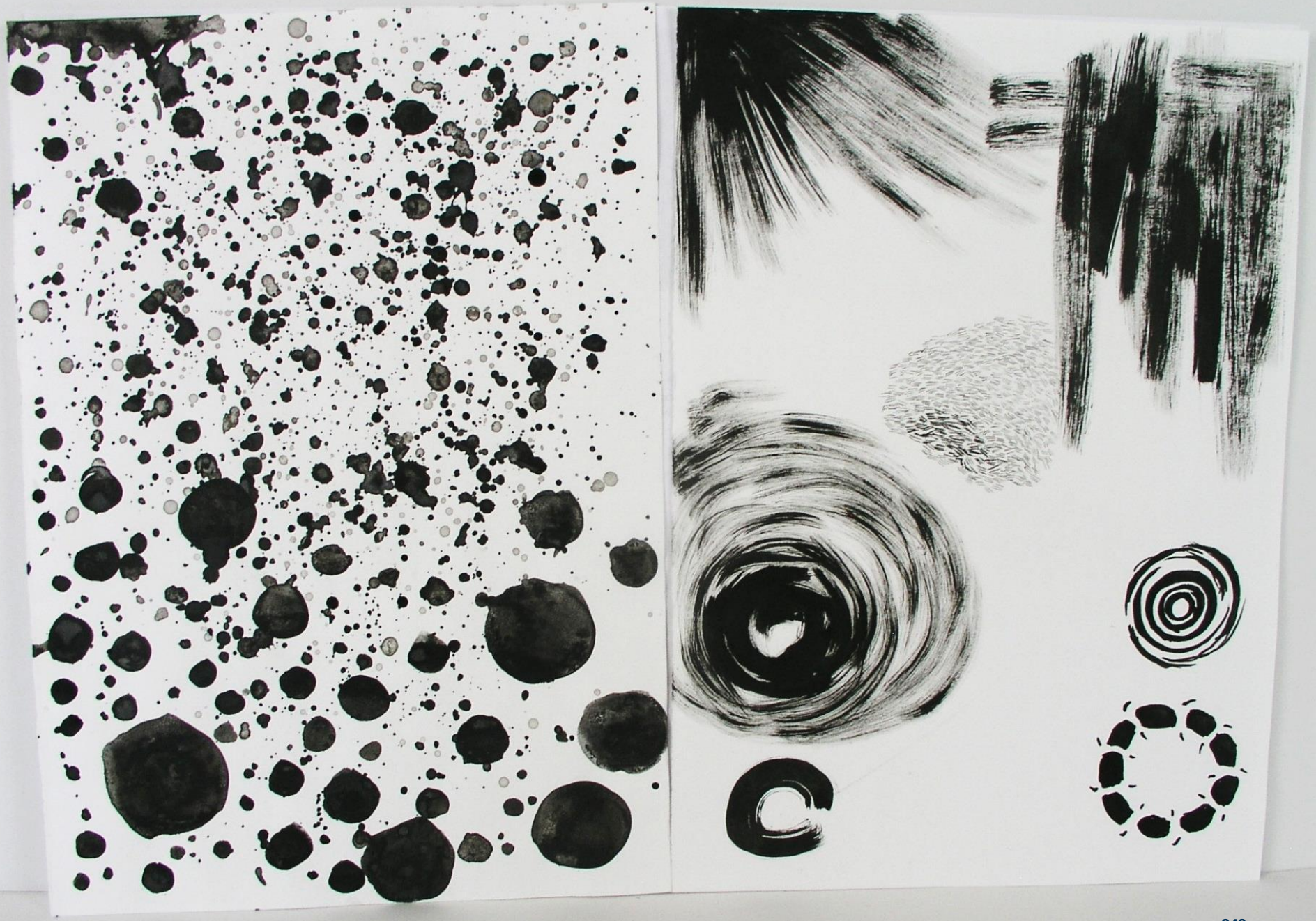


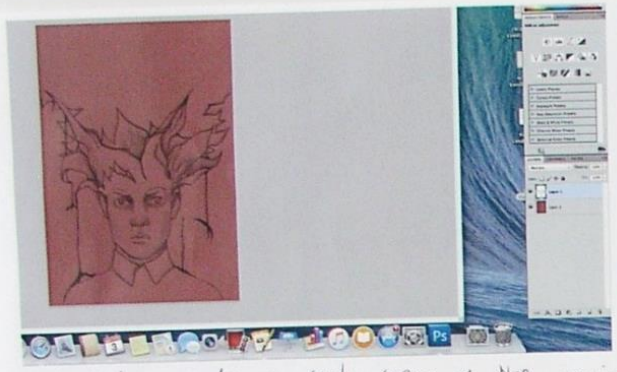

TIEMPO

TIEMPO

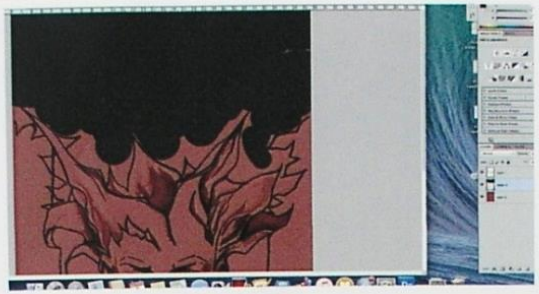
Thumbnail Ideas

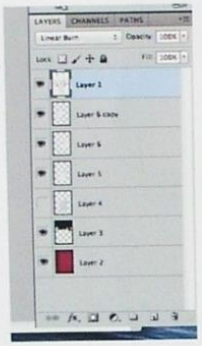
METAM
ORPHO
SIS

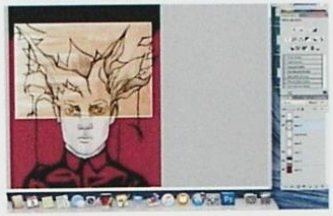




I started to make a test piece of the main centre poster.



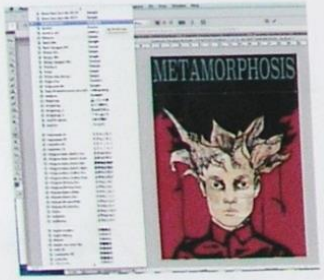


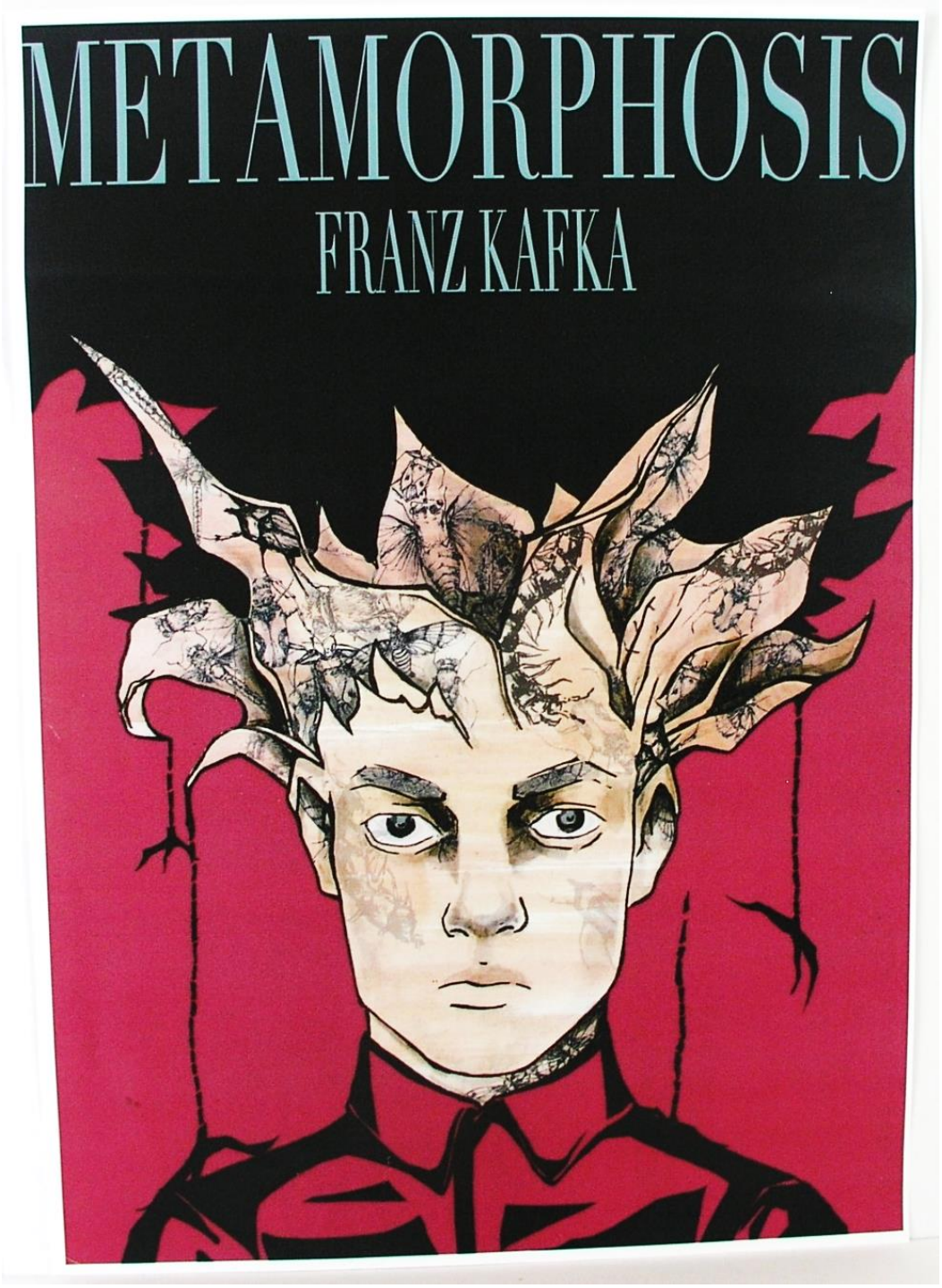


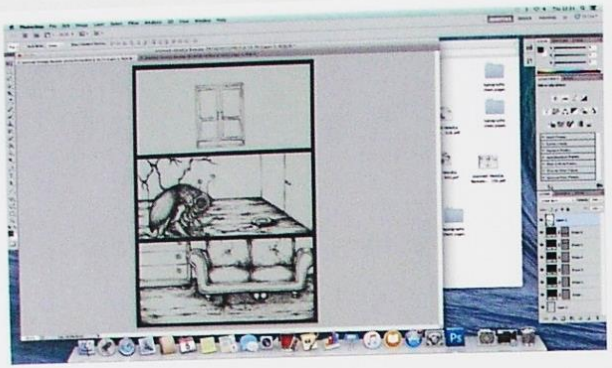
I started to add some of the previous drawings that I had made of bugs.

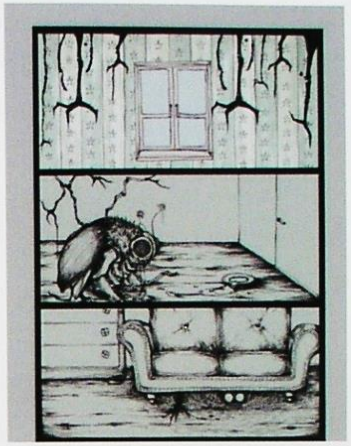
Those are some of the text experiments I had tried out, I think that the more simple and classical looking ones would look the best.

I think this one looks too blocky

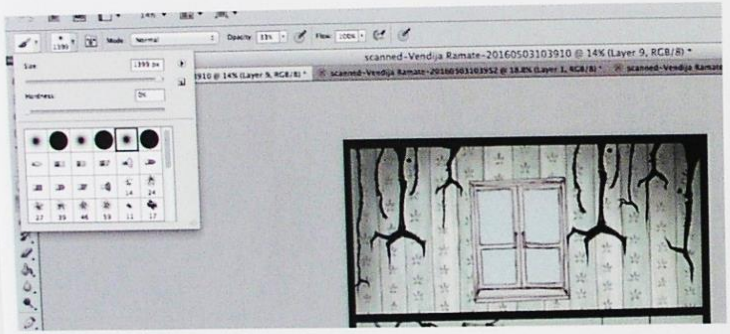


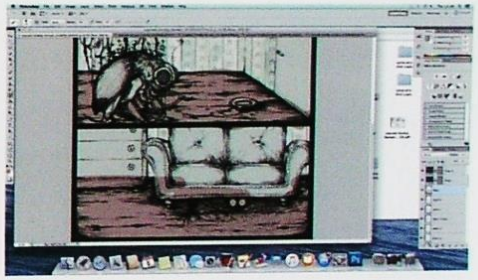

METAMORPHOSIS
FRANZ KAFKA





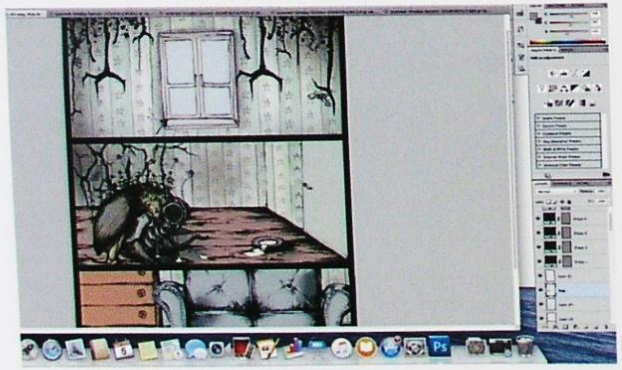
Test piece 2

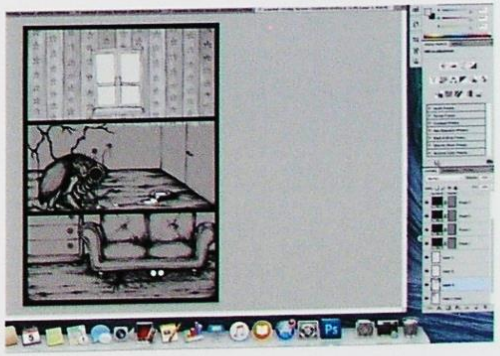




I tested out making ~~both~~ of the other two posters and not both as there would be similar techniques involved in both posters.

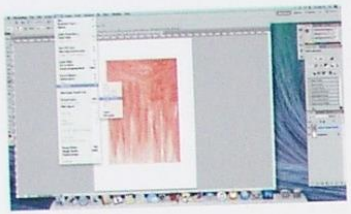
After I had completed the colour version I also made a black and white version as I was contemplating making the two side posters monochromatic, however after this test piece I feel as though the colour version will be better.





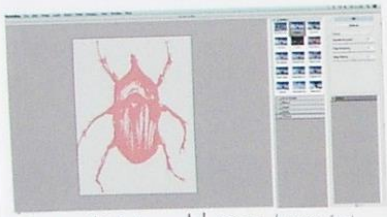
METAMORPHOSIS
FRANZ KAFKA

CENTRE POSTER



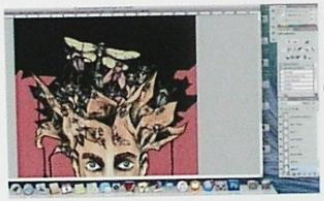
I thought about adding more layers to the head area digitally but I felt that it didn't look as good.

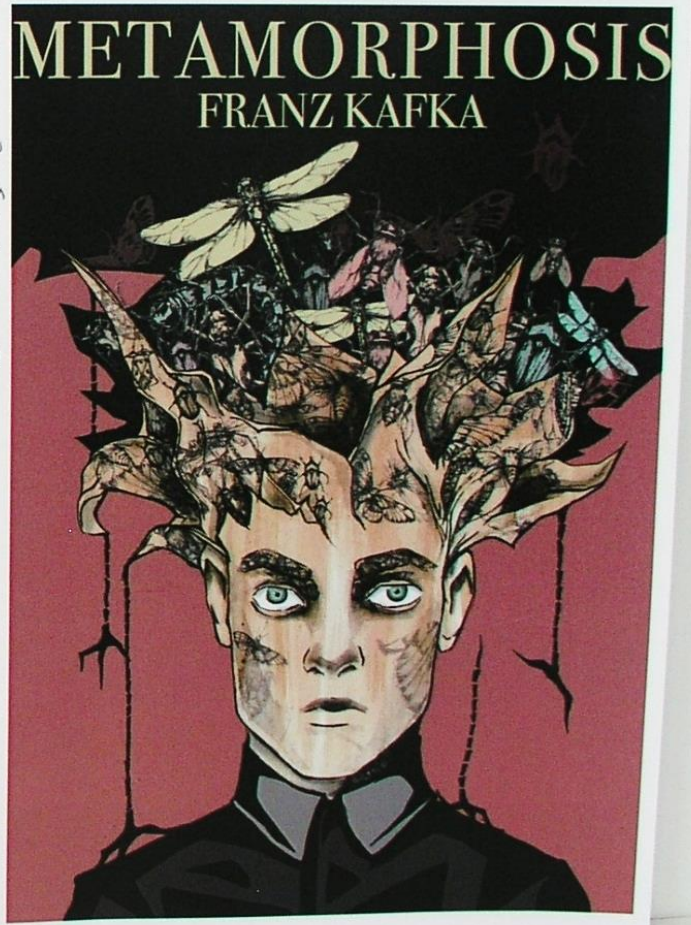
↖ I thought about drawing this sort of shirt area consisting of 2 colours but I changed my mind back to the sort of shirt area I had made in my test piece.



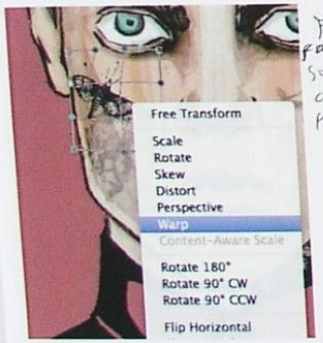
I wanted to add more bugs into the black space and for some adding effects on them, changed them colour nicely, however for some it didn't work how I wanted it to so then I added flat colours to the bugs merged the layers and then used the cutout effect which made the pen outlines more softer, I then used these to fill the top of the head area in, for some I duplicated them and changed the hue & saturation.

But then nearing the end I changed my mind again as I felt it looked too red so I merged both of the layers of the shirt experiments.

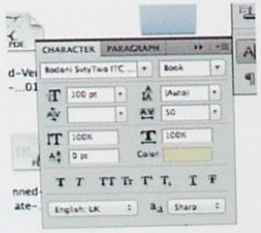




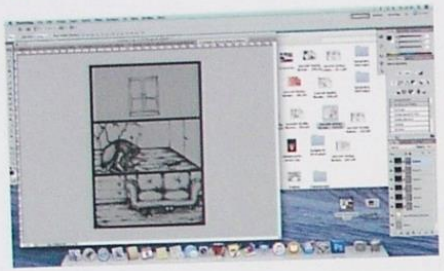
Once I had the type added I changed the spacing between the letters so they would fit right across the whole page.



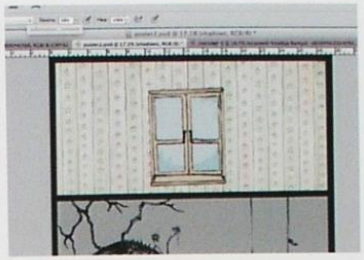
For the bugs on the face I warped them so they would fit around the face more.



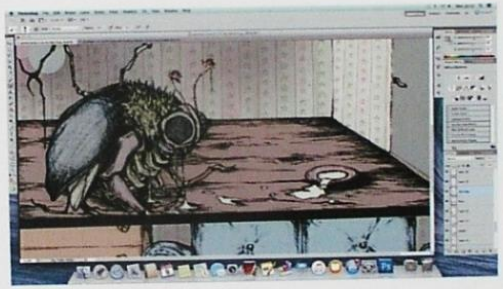
POSTER 2



I first started to make the border for the image using the line tools at a thickness of 80. I then worked panel by panel.



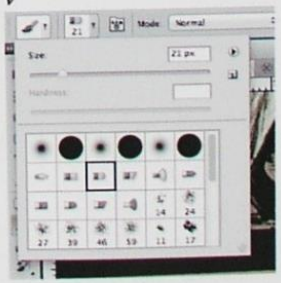
I used the airbrush tool to add most of the shading for all the backgrounds and started to layer the scanned in ink engagements I had made previously along with my insect drawings.



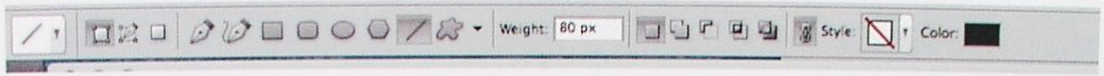
I made sure to change the perspective for the other wall as I forgot to do this in my test piece.

This was warped to fit along Gregors curved back.

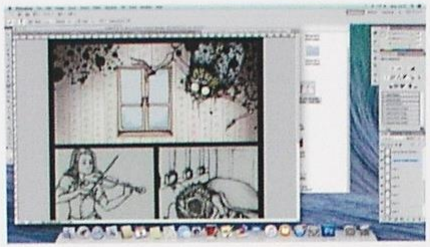
I used a different brush to add the highlights on the wrist where more brush strokes are visible.



POSTER 3



← settings for the border lines.



← I copied over the tapestry background from my previous poster to use here as it's the same size.

↑ I ended up layering up this same background to make it far darker near the top of the panel.

Once the two middle panels were done they were rather dark so I wanted to add back in some slight lighter areas so I used the leaf shaped brush with a light colour.

For the last panels background when I had just the flat colours and the airbrush it felt slightly empty so I added more redder areas and used the smudge tool to blend them out across the panel.