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GCSE 2016 Art & Design

U367
Background image: © solarseven
Origami: © Justin Hoffmann & Mark Bolitho Pearson Education Ltd

ALWAYS LEARNING

PEARSON

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Component 1 – Graphic Communication Level 6

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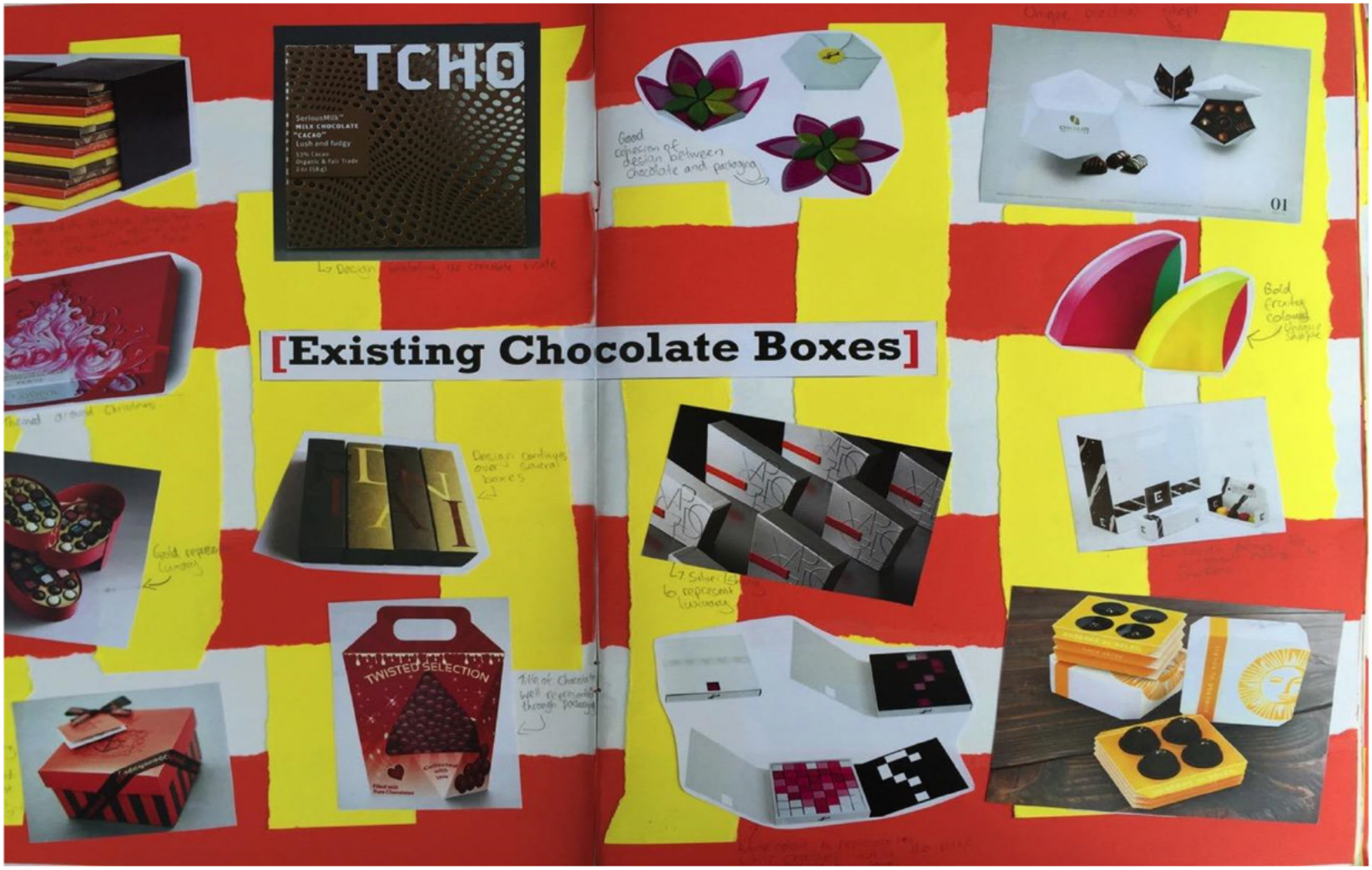
Candidate 1
Graphic Communication – Level 6

AO1	AO2	AO3	AO4	Total
15	**16**	**16**	**16**	**63**

Examiner comment:
AO1: Fully confident and assured ability – Level 5
AO2: Just exceptional ability – Level 6
AO3: Just exceptional ability – Level 6
AO4: Just exceptional ability – Level 6

Total of 63 marks overall.


TCHO
SeriousMilk™
MILK CHOCOLATE
"CACAO"
Lush and fudgy
Good connection of design between chocolate and packaging
01
[Existing Chocolate Boxes]
Bold Fruity colours
Design continues over several boxes
TWISTED SELECTION

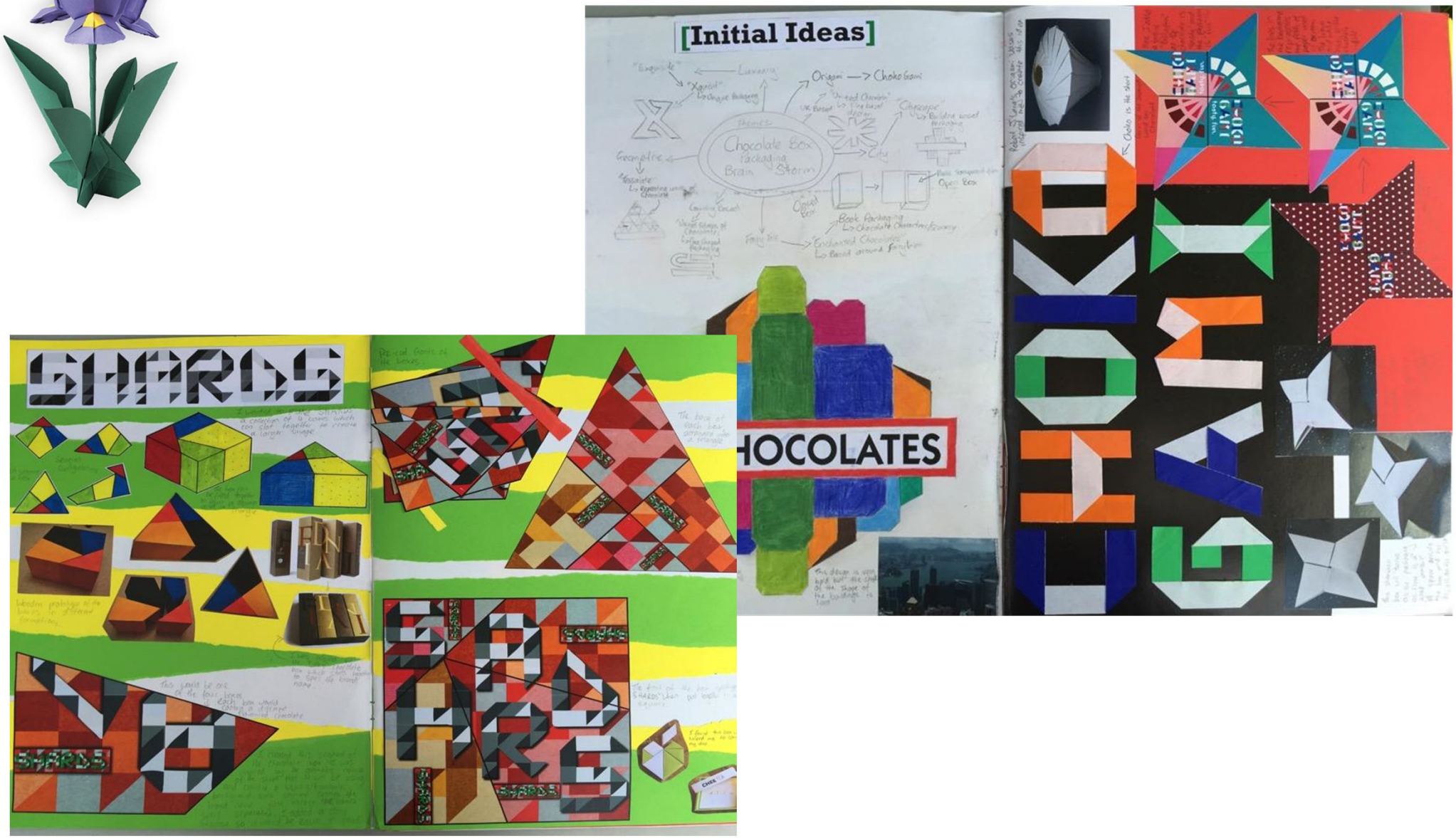
63 marks

[Analysis of Existing] [Chocolate Boxes]

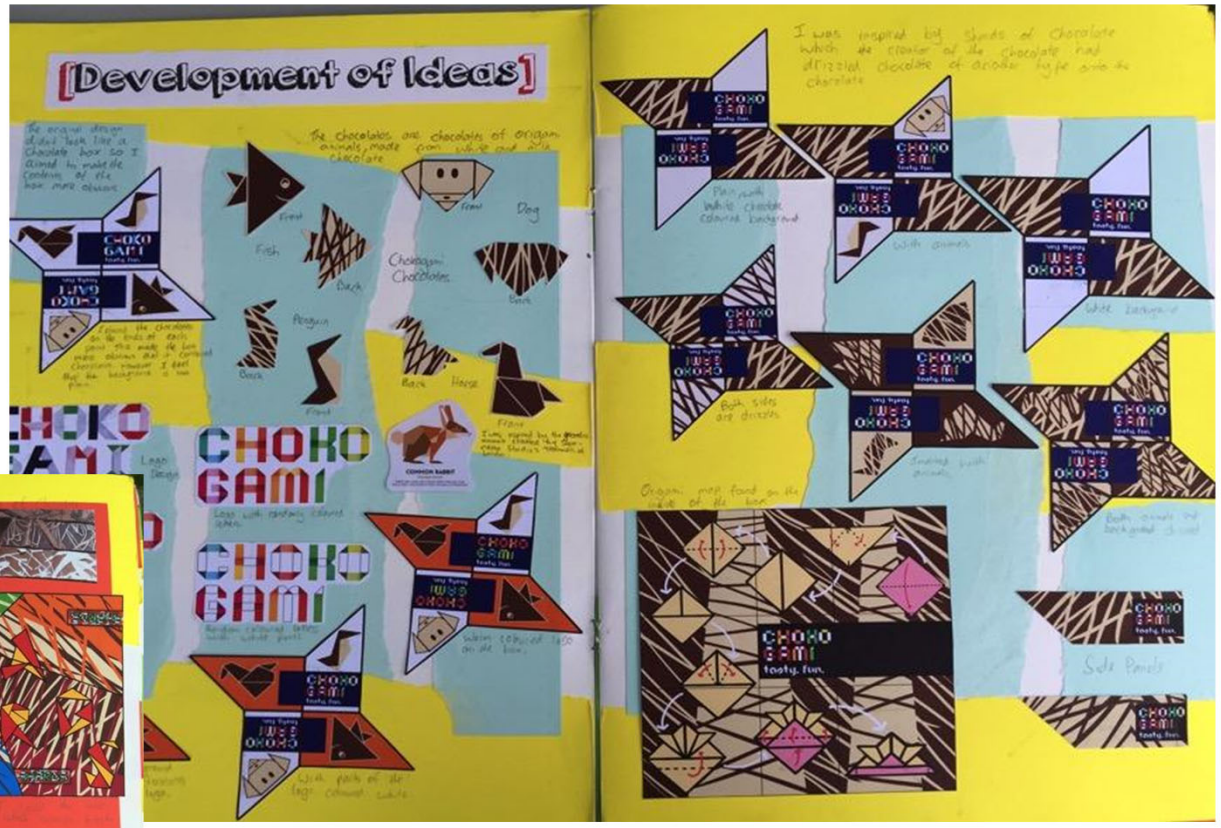
s chocolate box is for the 'Auberge du Soleil' Resort's chocolates. The chocolates are placed in a very novel and ique box, which requires the user to push down on the sides to access to the chocolates. This increases the teraction between the user and the packaging, making the packaging seem even more luxurious and special. This teraction also makes sure that the consumer fully appreciates the chocolates as they rise slowly from the box. The nt on the front is a sans serif, which is a modern font and appropriate for this box which is trying to appeal to a odern audience who want luxurious chocolates. The 'DU' is slightly smaller than the 'AUBERGE' and 'SOLEIL' as it is ss important in the text. This also makes the whole text slightly more interesting with varied font sizes. This contrasts o the orange line which encompasses the text which is straight and linear. The text on the chocolate tray reinforces the rand and the location of the resort. The sun is the logo of the resort and is fully represented on this chocolate box, making the association between the packaging and the company behind it very clear. The sun is stylised like an old Aztec/Mayan sun depiction, especially with the face on the sun. This makes the packaging's contents seem prized yet traditional, adding to the luxurious nature of the box and its contents. The sun's rays have been used to make a more interesting composition throughout the packaging. This can be seen on the cover as the rays of light breaks away from the generally geometric design of the front cover. The rays can also be seen on the tray with the lines of white and orange on the sides as if the chocolates themselves are radiating light. The sun's "radiant" colours are shown through the choice of colours used in the packaging. The orange is seen throughout the box. It is the predominant colour on chocolate tray. This serves as a nice contrast between the cover (which is predominantly white). The white colour on the front of the box symbolises the purity and richness of the chocolates. The orange on the front connects the two parts of the packaging together, creating a greater sense of continuity of design. The designer has also let the design of the cover flown over to other sides of the cover to make the whole box more appealing. The whole box isn't a typical cube/cuboid but an irregular octahedron, which would makes it stands out against other chocolate boxes. The box has been created from two separate pieces of card, one for the cover and the other for the tray. The tray's net is more complex than the cover's, as the tray has to have extra groves which enables the user to push down on the tray to access to the chocolates. This extra layer of complexity may increase the price of the chocolate box. On the whole, this chocolate box is very well designed and is very appealing to the eye. However there is no mention of the box's contents on the cover which might turn away potential consumers as they do not know the contents of the box.

This chocolate box is for the "Willie's Cacao: Wonders of the World." The box contained three different types of chocolates from all over the world, each themed. The box also contained a traditional world map, which looked almost like a treasure map, with locations of the origins of the ingredients shown on the map. This little extra surprise increases the fun for the consumer when opening the box. The main target audience for this box are for ages greater than 20, who want a unique more personalised chocolate experience. There is a variation in the types of font used on the box. The very first thing that the consumer would see is the logo of the company behind the box "Willie's Cacao." The logo is written in a handwriting font. This makes the chocolate feel both traditional and more personal to the consumer, as if the creator has created the chocolate specifically just for that consumer. The title is also like a signature, this gives the impression that this chocolate is a prized product. The whole title is arranged in a circular shape like a globe to emphasise the global nature of the company. The actual signature of the CEO of "Willie's Cacao" can be found when the cut-out circle panel is lifted. This signature signifies the creator 'Willie Harcourt-Cooze' to make the chocolates feel like a piece of prized artwork, that he is willing to put his signature on it. It is a personal introduction of the chocolates to the consumer. This signature is also accompanied by a quote 'Let me introduce you to the three faces of the Wondrous World of Cacao.' The use of inclusive personal pronouns creates a personal relationship between the creator and the consumer. This is one of the only text to be in normal sentence case, the other being the explanation of the chocolates and the majority of the ingredients list. Being in sentence case makes the text to be read slower and more subtly by the consumer. This also creates a greater difference between the titles/subtitles and the other text as the uppercase text becomes more intensified. The global nature of the company is further emphasised by the globe and map of the world behind which serves as the background image. This map is subtle, blends into the background as if someone had drawn the map and lightly shaded it so it isn't a distraction. This makes the coloured cacao logo to be bolder and thus stands out. These coloured cacao logos show where the products used in the chocolates come from again making the chocolates feel personal. These cacao logos are coloured to correspond to the type of chocolate shown on the panel to the right of the map. The cacao logo's location shows the origin of the ingredients used in that particular type of chocolate, e.g. 'EL BLANCO' chocolate and the cacao logo labelled 'VENEZUELAN 00' are in the same gold colour showing that the ingredients for 'EL BLANCO' is from Venezuela. The shiny golden cacao logos on the sides of the box show that these chocolates can be treated as gold or is worth its weight in gold. The text on the very front of the box reads 'WONDERS OF THE WORLD.' This title is given to the chocolate to highlight/praise the chocolates for being of the finest quality, as if the chocolates themselves were 'wonders.' This text is in upper case to make a bold impact on the consumer. It is encased by two black lines and a compass rose below it. This further emphasises the importance of this text. The compass rose further to follow the theme of travel and fits in with the globe/maps. This text is bright pink which stands out very clearly against the white background. This pink links to the pink/gold ring which surrounds a cut out of a circle. This cut out allows us to see part of the map behind it, revealing only a part of the map to create a globe. This further emphasises the theme of the box of travel and how "global" the chocolate is, through both production and recognition. The box also shows all extra information about the chocolates themselves, such as the nutrition table/weight/ingredients lists. These can be found on the back of the box so it isn't in the way of the designs of the box but is easily accessible for those whose want the information. The whole box is predominantly white to represent the purity in the chocolates with only the finest ingredients used in the chocolates. The box also has a unique shape which at first seems like any other chocolate box but on closer inspection is unique in its opening mechanism, which gives another element of surprise to the box, to intrigue consumers to open the box and eat the chocolates.

63 marks

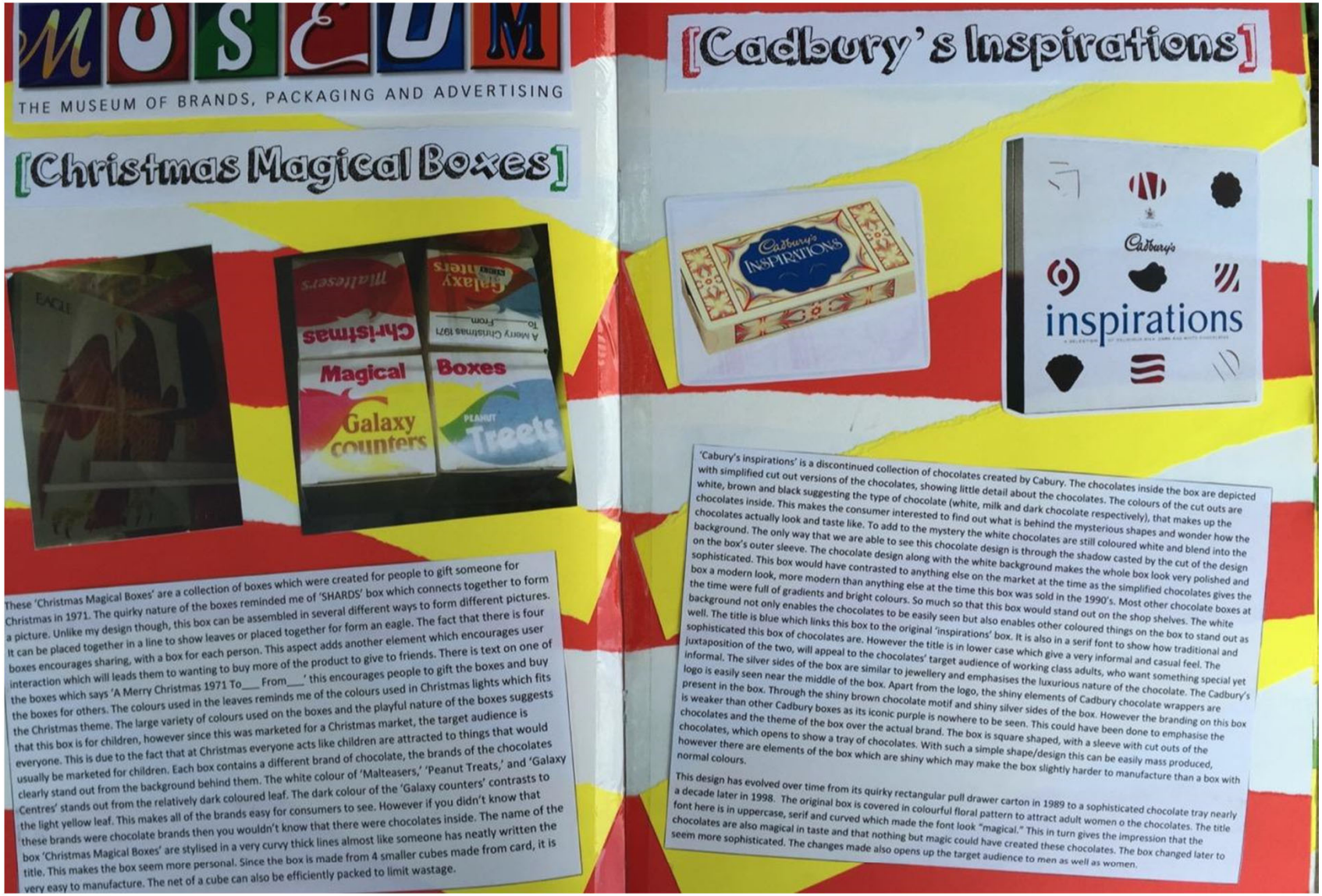

[Initial Ideas]
Chocolate Box Packaging Brain Storm
Origami —> Chokogami
City
Open Box
Fairy Tale
Enchanted Chocolate
HOCOLATES
SHARDS
SHARDS

63 marks


[Development of Ideas]
CHOKO GAMI
CHOKO GAMI
CHOKO GAMI
tasty. fun.

[Development of SWARDS]

63 marks



MUSEUM

THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

[Christmas Magical Boxes]

These 'Christmas Magical Boxes' are a collection of boxes which were created for people to gift someone for Christmas in 1971. The quirky nature of the boxes reminded me of 'SHARDS' box which connects together to form a picture. Unlike my design though, this box can be assembled in several different ways to form different pictures. It can be placed together in a line to show leaves or placed together for form an eagle. The fact that there is four boxes encourages sharing, with a box for each person. This aspect adds another element which encourages user interaction which will leads them to wanting to buy more of the product to give to friends. There is text on one of the boxes which says 'A Merry Christmas 1971 To___ From___' this encourages people to gift the boxes and buy the boxes for others. The colours used in the leaves reminds me of the colours used in Christmas lights which fits the Christmas theme. The large variety of colours used on the boxes and the playful nature of the boxes suggests that this box is for children, however since this was marketed for a Christmas market, the target audience is everyone. This is due to the fact that at Christmas everyone acts like children are attracted to things that would usually be marketed for children. Each box contains a different brand of chocolate, the brands of the chocolates clearly stand out from the background behind them. The white colour of 'Malteasers,' 'Peanut Treats,' and 'Galaxy Centres' stands out from the relatively dark coloured leaf. The dark colour of the 'Galaxy counters' contrasts to the light yellow leaf. This makes all of the brands easy for consumers to see. However if you didn't know that these brands were chocolate brands then you wouldn't know that there were chocolates inside. The name of the box 'Christmas Magical Boxes' are stylised in a very curvy thick lines almost like someone has neatly written the title. This makes the box seem more personal. Since the box is made from 4 smaller cubes made from card, it is very easy to manufacture. The net of a cube can also be efficiently packed to limit wastage.

[Cadbury's Inspirations]

'Cabury's inspirations' is a discontinued collection of chocolates created by Cabury. The chocolates inside the box are depicted with simplified cut out versions of the chocolates, showing little detail about the chocolates. The colours of the cut outs are white, brown and black suggesting the type of chocolate (white, milk and dark chocolate respectively), that makes up the chocolates inside. This makes the consumer interested to find out what is behind the mysterious shapes and wonder how the chocolates actually look and taste like. To add to the mystery the white chocolates are still coloured white and blend into the background. The only way that we are able to see this chocolate design is through the shadow casted by the cut of the design on the box's outer sleeve. The chocolate design along with the white background makes the whole box look very polished and sophisticated. This box would have contrasted to anything else on the market at the time as the simplified chocolates gives the box a modern look, more modern than anything else at the time this box was sold in the 1990's. Most other chocolate boxes at the time were full of gradients and bright colours. So much so that this box would stand out on the shop shelves. The white background not only enables the chocolates to be easily seen but also enables other coloured things on the box to stand out as well. The title is blue which links this box to the original 'inspirations' box. It is also in a serif font to show how traditional and sophisticated this box of chocolates are. However the title is in lower case which give a very informal and casual feel. The juxtaposition of the two, will appeal to the chocolates' target audience of working class adults, who want something special yet informal. The silver sides of the box are similar to jewellery and emphasises the luxurious nature of the chocolate. The Cadbury's logo is easily seen near the middle of the box. Apart from the logo, the shiny elements of Cadbury chocolate wrappers are present in the box. Through the shiny brown chocolate motif and shiny silver sides of the box. However the branding on this box is weaker than other Cadbury boxes as its iconic purple is nowhere to be seen. This could have been done to emphasise the chocolates and the theme of the box over the actual brand. The box is square shaped, with a sleeve with cut outs of the chocolates, which opens to show a tray of chocolates. With such a simple shape/design this can be easily mass produced, however there are elements of the box which are shiny which may make the box slightly harder to manufacture than a box with normal colours.

This design has evolved over time from its quirky rectangular pull drawer carton in 1989 to a sophisticated chocolate tray nearly a decade later in 1998. The original box is covered in colourful floral pattern to attract adult women o the chocolates. The title font here is in uppercase, serif and curved which made the font look "magical." This in turn gives the impression that the chocolates are also magical in taste and that nothing but magic could have created these chocolates. The box changed later to seem more sophisticated. The changes made also opens up the target audience to men as well as women.

63 marks

63 marks

THE BROWNIE BAR
bad brownie
AMEDEI
Venchi
Il mondo Venchi vicino a te
come with us
venchi.com
rody-chocolaterie.com
10% OFF
Covent Garden Market - Unit 18
London
100 GRAMS
PURE DARK CHOCOLATE
RUGOSO 70% CACAO
FRIIS HOLM
EUROPEAN WINNERS
CHOKO GAMI
Cadbury
tooth fun
Side Panel
CHOCTAILS
SHOW PROGRAMME
THE CHOCOLATE SHOW LONDON
17TH-19TH OCTOBER, 2014

63 marks

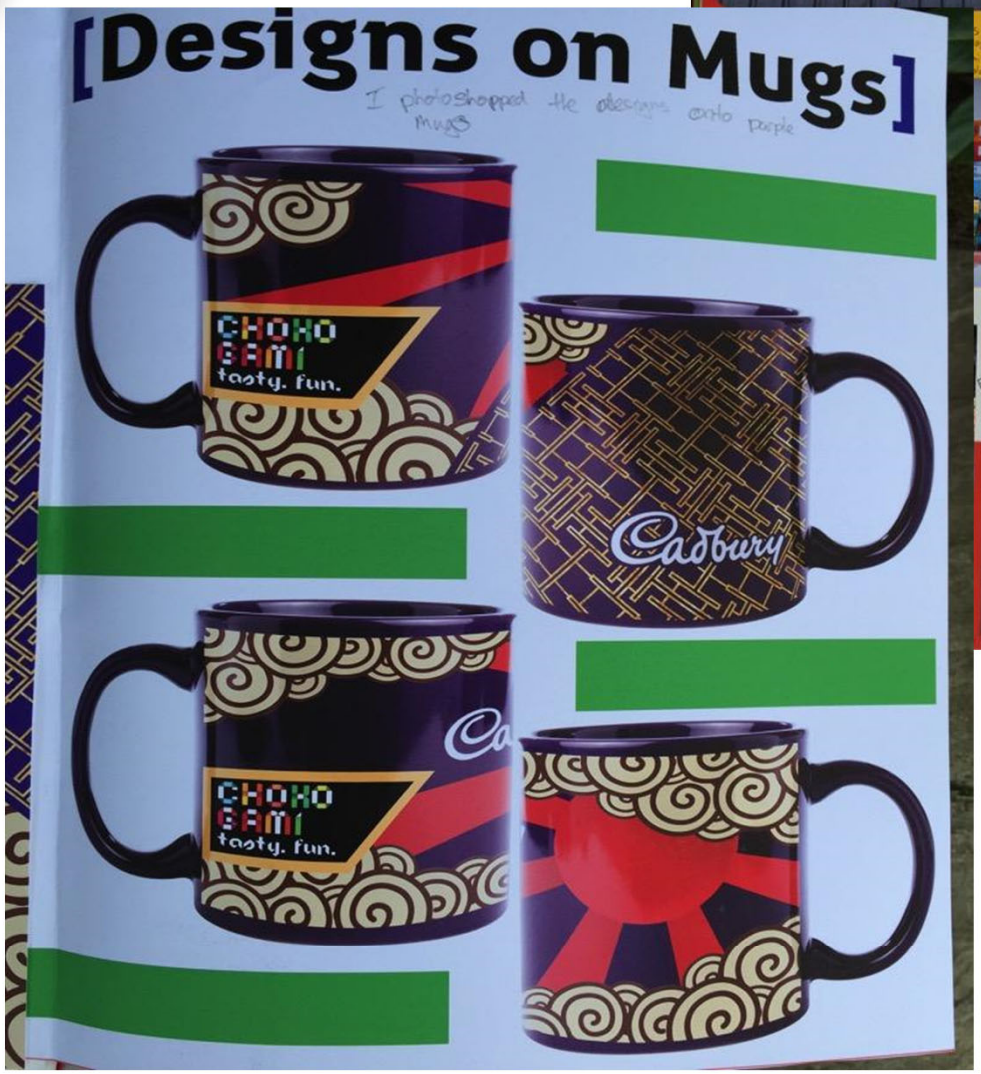
I added more chocolate textures to break the solid purple.
I experimented by adding a gradient to represent the luxurious nature of chocolate.
CHOKO BAMI
Cadbury
The golden chocolate wrapper
The actual chocolate
Promotional Poster
How the chocolates were displayed with backgrounds
MAROU
I arranged this into a pattern and added lines to connect the shapes
I added the purple background and a gold texture
The complete chocolate bar
To create my background I started with a "capital I"
I made the background larger so the design is less complex
I added a background shape to help move my logo along and more. Here this shape is behind the logo.
Here the background shape is in front of the logo. This however, cuts the shape
Here I moved the Cadbury logo
I expanded the background. However, I do not like the gold texture
Here I changed the gold texture. This makes the chocolate seem very luxurious and special.
Since Cadbury's Chocolates tend to have gradients, I experimented with adding gradients to my design.
Here the Cadbury logo is larger.
I added gradients to the tan and purple backgrounds.
Tooty. Fun.

63 marks

63 marks

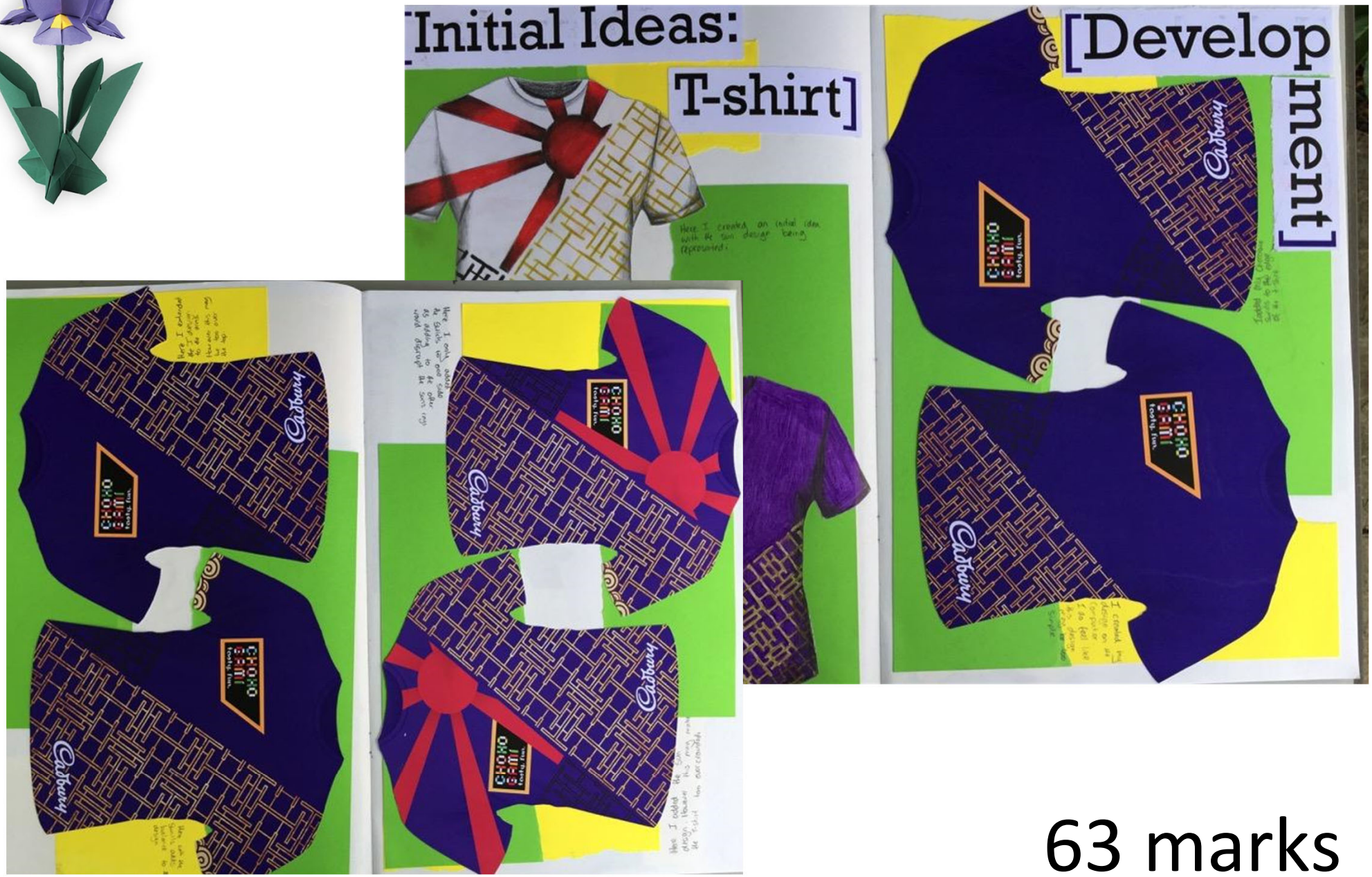
[Marketing Brainstorm]
Marketing Items
Posters
Tube Posters
Billboards
T-Shirt
Men's
Children
Bags
Point of Sale Display
In shops
At the Launch event
TV Advertisment
Mugs
Social Media
Instagram
Facebook
Twitter
Website
Cadbury Webpage
Launch Event
VIP Pass
Tickets
Cups
Plates
Room
[Marketing Research]
OREO
Twist. Lick. Dunk.
ENGLISH TEA
TWINING'S
HAVE A FLING WITH A
HERE TIL 31ST MARCH
Cadbury
CHOKO BAR
tasty. fun.
Front panel
Side Panel

63 marks

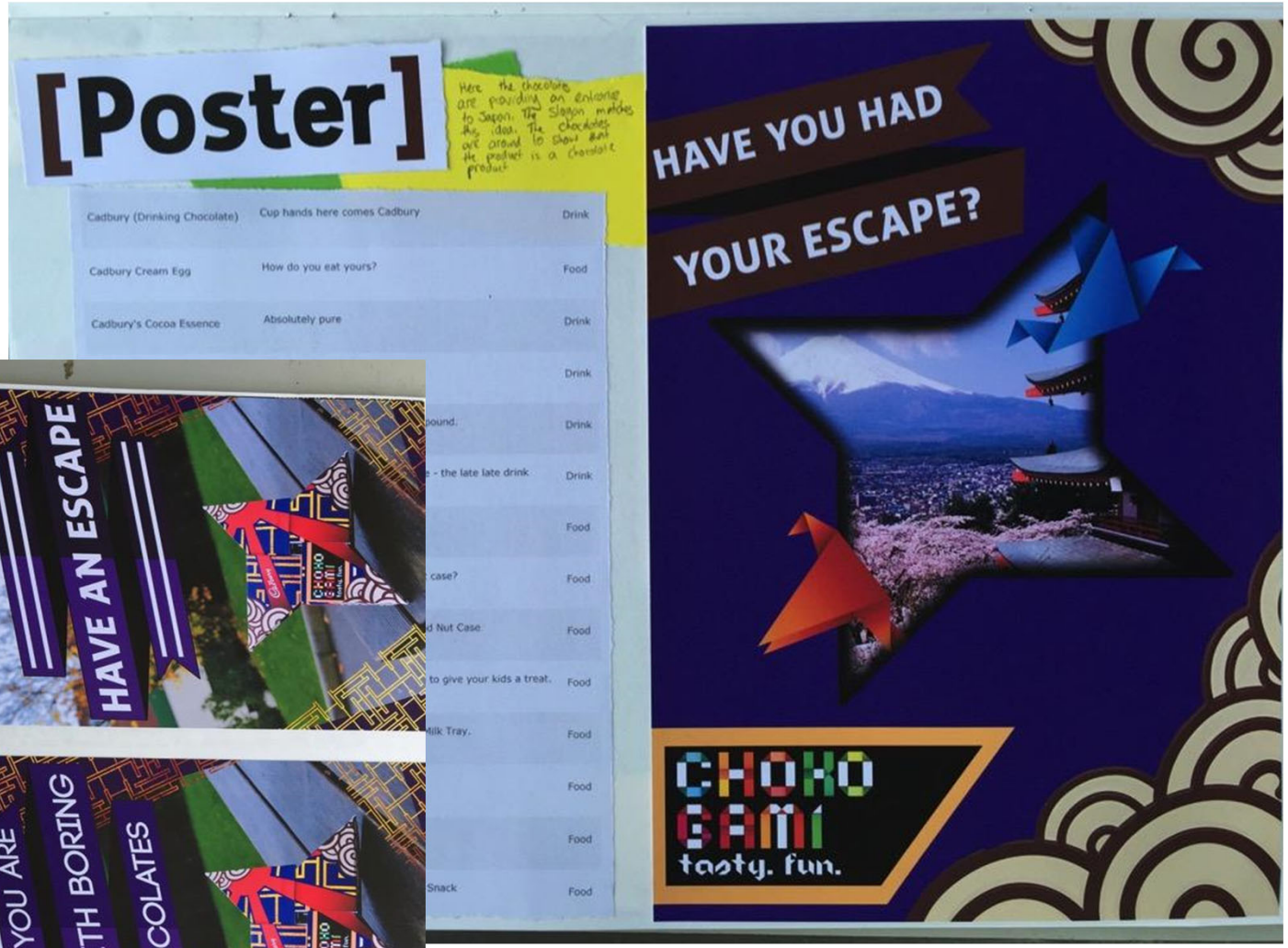

[Designs on Mugs]
I photoshopped the designs onto people mugs
CHOKO GAMI
tasty. fun.
Cadbury
CHOKO GAMI
tasty. fun.

TAKE ONE GIVE ONE
Simplistic Modern poster design
URAS
CHAI
MAROU
MAROU
VIETNAM

63 marks


[Initial Ideas: T-shirt]
Here I created an initial idea with the sun design being represented.
Here I added the sun design. However this may make the T-shirt too colourful.
Here I added colours to Cadbury and CHOKO BAR! to the other side as adding to the other would disrupt the sun's ray.
Here I created an initial idea on a computer. I felt like the design was too simple.
[Development]
Cadbury
CHOKO BAR!
Tasty. Fun.

63 marks


[Poster]
Here the chocolate are providing an enhance to Japan. The slogan matches the idea. The chocolates are around to show that the product is a chocolate product
Cadbury (Drinking Chocolate) Cup hands here comes Cadbury Drink
Cadbury Cream Egg How do you eat yours? Food
Cadbury's Cocoa Essence Absolutely pure Drink
Drink
Drink
- the late late drink Drink
Food
case? Food
d Nut Case Food
to give your kids a treat. Food
Milk Tray. Food
Food
Food
Snack Food
HAVE YOU HAD
YOUR ESCAPE?
CHOKO
GAMI
tasty. fun.

CHOKO
GAMI
tasty. fun.
HAVE YOU HAD
YOUR ESCAPE?
HAVE AN ESCAPE
WHEN YOU ARE
DONE WITH BORING
CHOCOLATES
First Hand Photography
I decided to include my actual chocolate box in the poster. I took a number of images with the chocolate box. Since "CHOKOGAMI" is everyone, I took these pictures with a typical background that everyone is used to.

63 marks

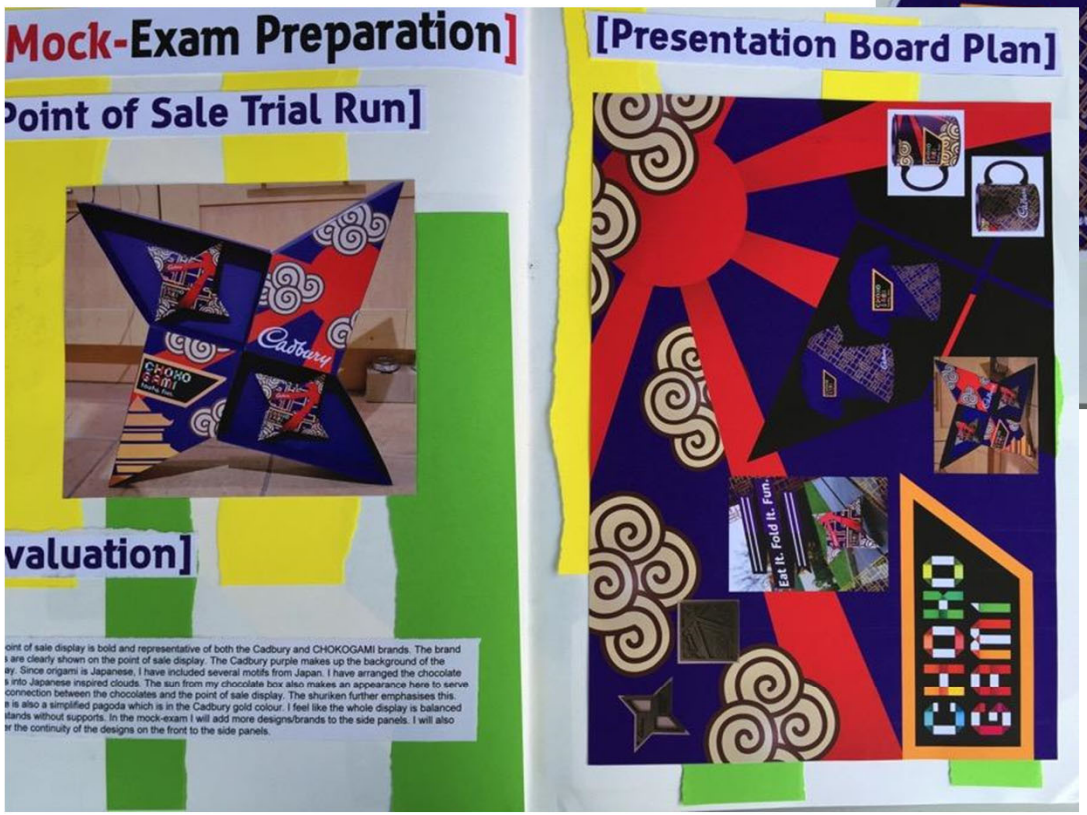
HAVE AN ESCAPE
Eat It. Fold It. Fun.
CHOKO GAMI
tasty. fun.
Cadbury

63 marks

63 marks

63 marks

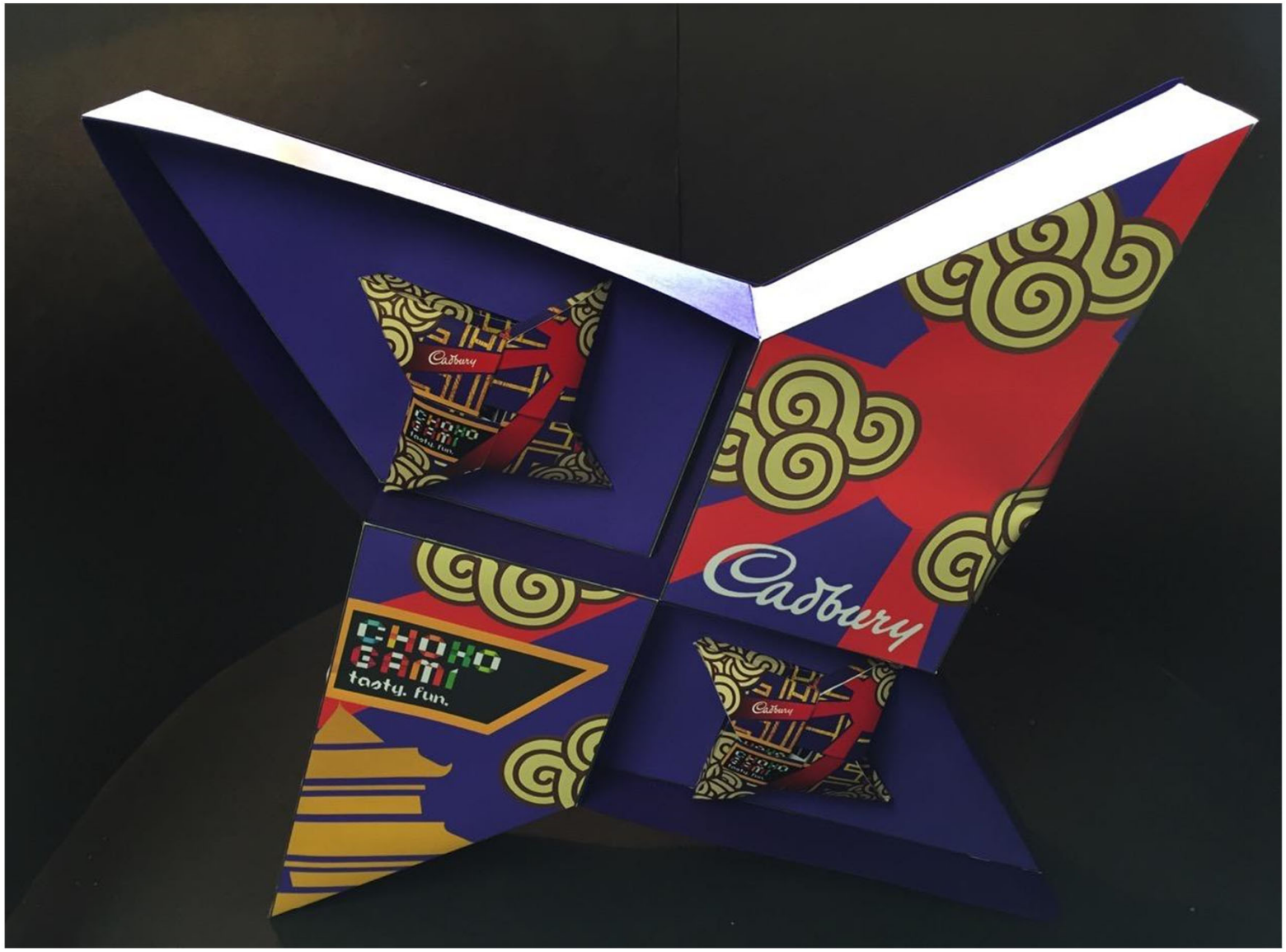
[Final Designs]
CHOKO GAMI
tasty. fun.
Cadbury
Eat It. Fold It. Fun.


Mock-Exam Preparation]
Point of Sale Trial Run]
Cadbury
CHOKO GAMI
valuation]
oint of sale display is bold and representative of both the Cadbury and CHOKOGAMI brands. The brand
s are clearly shown on the point of sale display. The Cadbury purple makes up the background of the
ay. Since origami is Japanese, I have included several motifs from Japan. I have arranged the chocolate
s into Japanese inspired clouds. The sun from my chocolate box also makes an appearance here to serve
connection between the chocolates and the point of sale display. The shuriken further emphasises this.
e is also a simplified pagoda which is in the Cadbury gold colour. I feel like the whole display is balanced
tands without supports. In the mock-exam I will add more designs/brands to the side panels. I will also
r the continuity of the designs on the front to the side panels.
[Presentation Board Plan]
Eat It. Fold It. Fun.
CHOKO GAMI

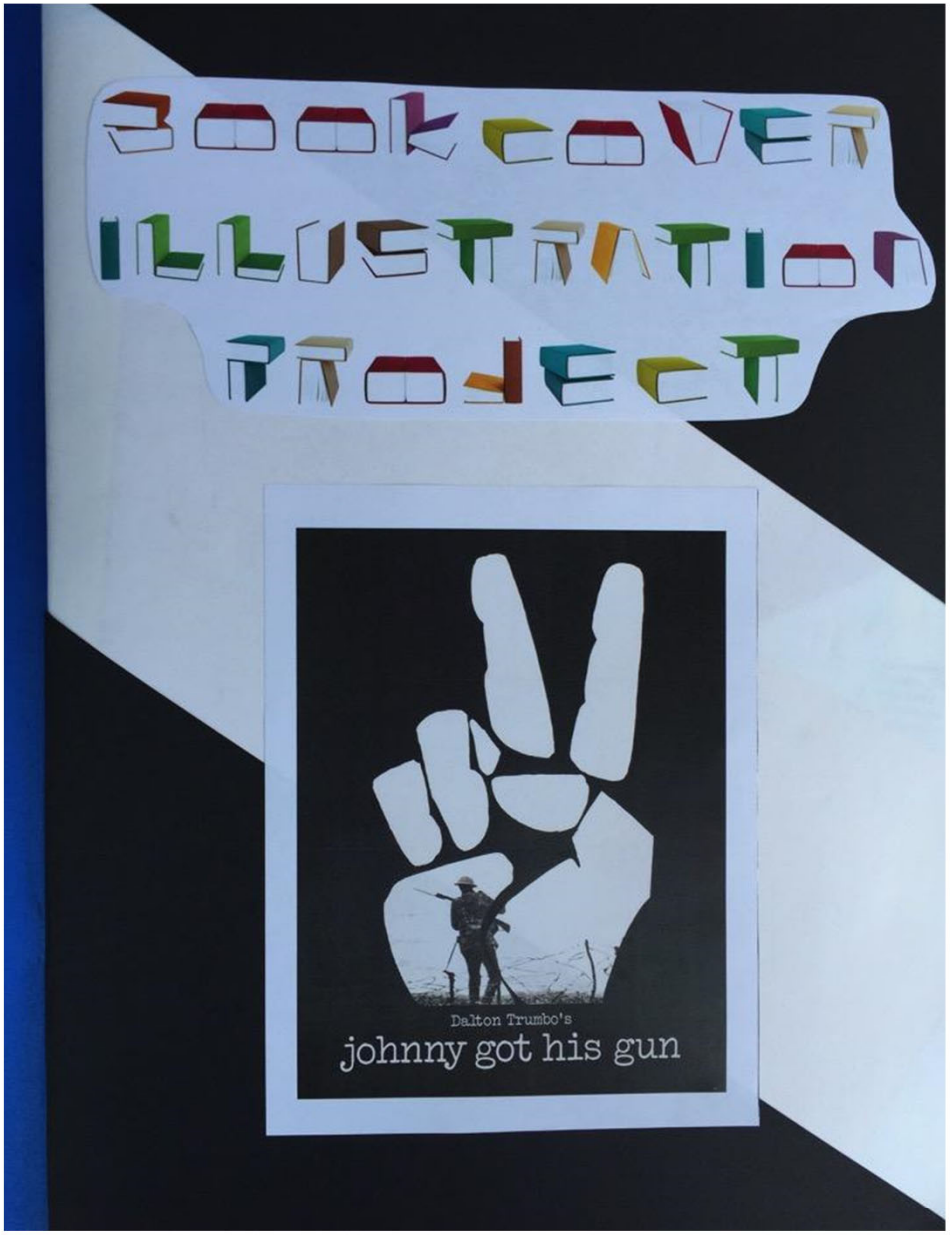
63 marks

Final Pieces
[GCSE Art & Design:
Final Piece Evaluation]
Eat It. Fold It. Fun.
T-SHIRT
POSTER
MUGS
CHOKO GAMI
tasty. fun.
Cadbury

63 marks

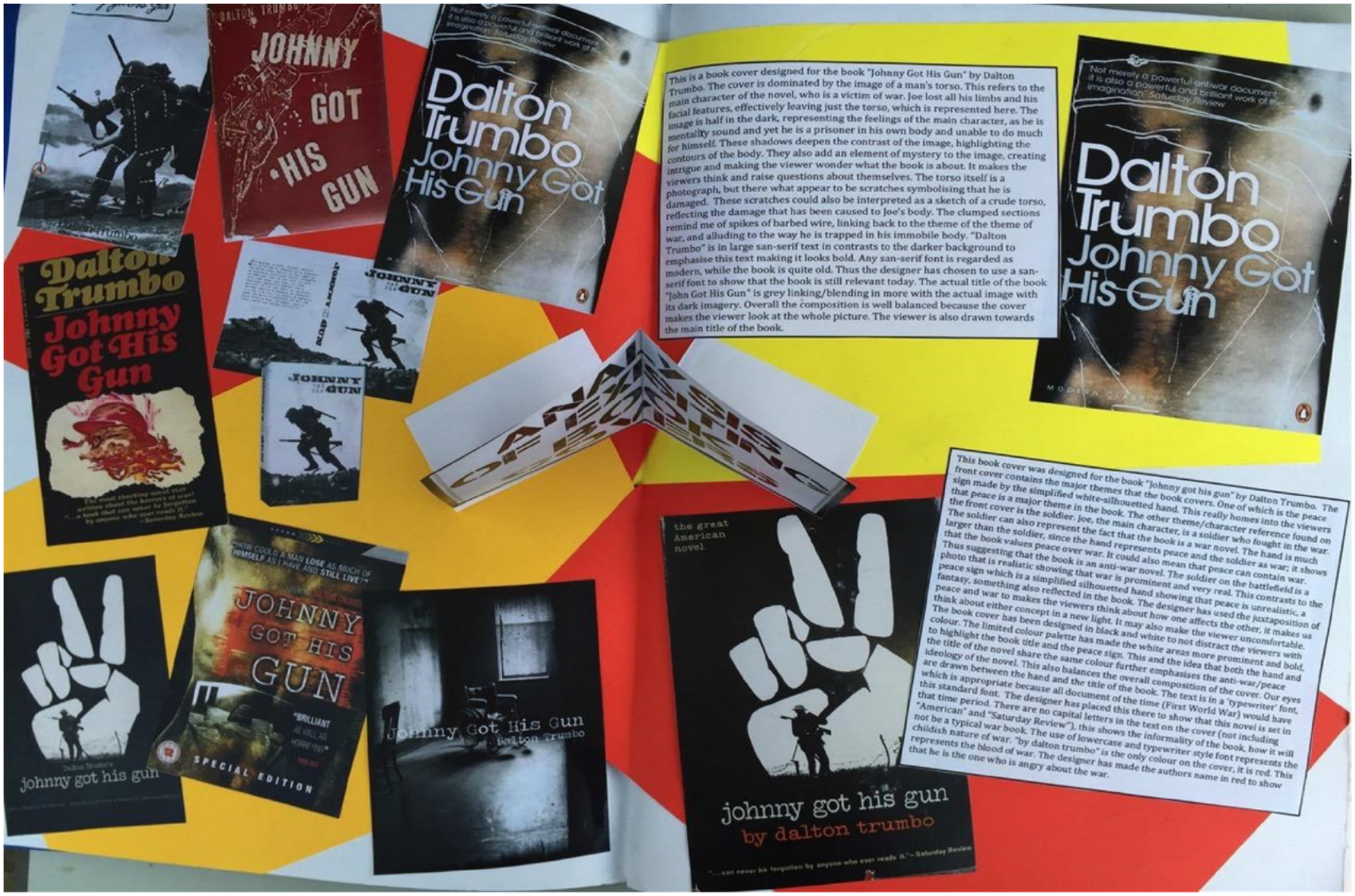


63 marks


BOOK COVER
ILLUSTRATION
PROJECT
Dalton Trumbo's
johnny got his gun

63 marks

63



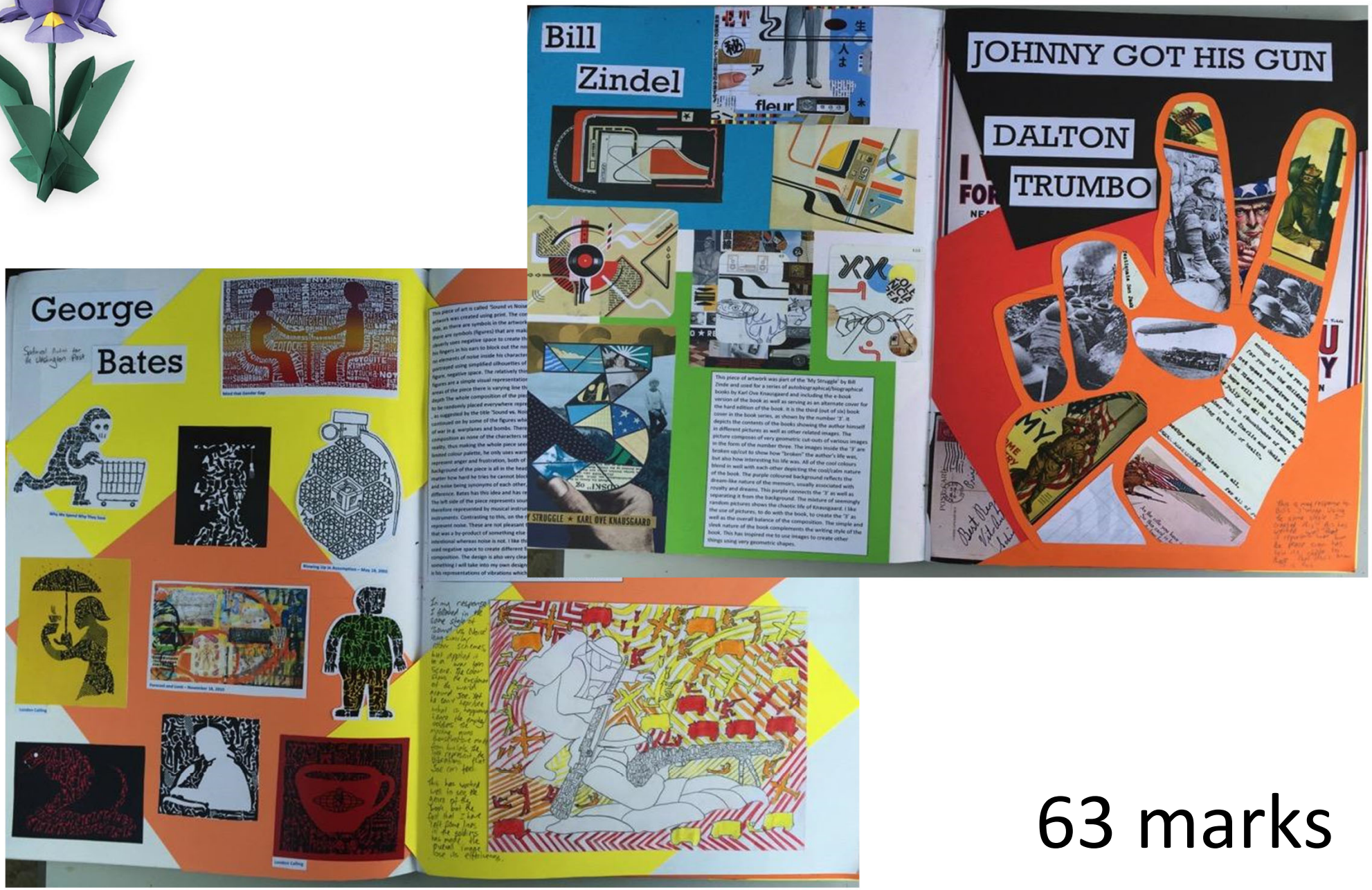
This is a book cover designed for the book "Johnny Got His Gun" by Dalton Trumbo. The cover is dominated by the image of a man's torso. This refers to the main character of the novel, who is a victim of war. Joe lost all his limbs and his facial features, effectively leaving just the torso, which is represented here. The image is half in the dark, representing the feelings of the main character, as he is mentality sound and yet he is a prisoner in his own body and unable to do much for himself. These shadows deepen the contrast of the image, highlighting the contours of the body. They also add an element of mystery to the image, creating intrigue and making the viewer wonder what the book is about. It makes the viewers think and raise questions about themselves. The torso itself is a photograph, but there what appear to be scratches symbolising that he is damaged. These scratches could also be interpreted as a sketch of a crude torso, reflecting the damage that has been caused to Joe's body. The clumped sections remind me of spikes of barbed wire, linking back to the theme of the theme of war, and alluding to the way he is trapped in his immobile body. "Dalton Trumbo" is in large san-serif text in contrasts to the darker background to emphasise this text making it looks bold. Any san-serif font is regarded as modern, while the book is quite old. Thus the designer has chosen to use a san-serif font to show that the book is still relevant today. The actual title of the book "John Got His Gun" is grey linking/blending in more with the actual image with its dark imagery. Overall the composition is well balanced because the cover makes the viewer look at the whole picture. The viewer is also drawn towards the main title of the book.

This book cover was designed for the book "Johnny got his gun" by Dalton Trumbo. The front cover contains the major themes that the book covers. One of which is the peace sign made by the simplified white-silhouetted hand. This really homes into the viewers that peace is a major theme in the book. The other theme/character reference found on the front cover is the soldier. Joe, the main character, is a soldier who fought in the war. The soldier can also represent the fact that the book is a war novel. The hand is much larger than the soldier, since the hand represents peace and the soldier as war; it shows that the book values peace over war. It could also mean that peace can contain war. Thus suggesting that the book is an anti-war novel. The soldier on the battlefield is a photo that is realistic showing that war is prominent and very real. This contrasts to the peace sign which is a simplified silhouetted hand showing that peace is unrealistic, a fantasy, something also reflected in the book. The designer has used the juxtaposition of peace and war to makes the viewers think about how one affects the other, it makes us think about either concept in a new light. It may also make the viewer uncomfortable. The book cover has been designed in black and white to not distract the viewers with colour. The limited colour palette has made the white areas more prominent and bold, to highlight the book title and the peace sign. This and the idea that both the hand and the title of the novel share the same colour further emphasises the anti-war/peace ideology of the novel. This also balances the overall composition of the cover. Our eyes are drawn between the hand and the title of the book. The text is in a 'typewriter' font, which is appropriate because all document of the time (First World War) would have this standard font. The designer has placed this there to show that this novel is set in that time period. There are no capital letters in the text on the cover (not including "American" and "Saturday Review"), this shows the informality of the book, how it will not be a typical war book. The use of lowercase and typewriter style font represents the childish nature of war. "by dalton trumbo" is the only colour on the cover, it is red. This represents the blood of war. The designer has made the authors name in red to show that he is the one who is angry about the war.

63 marks

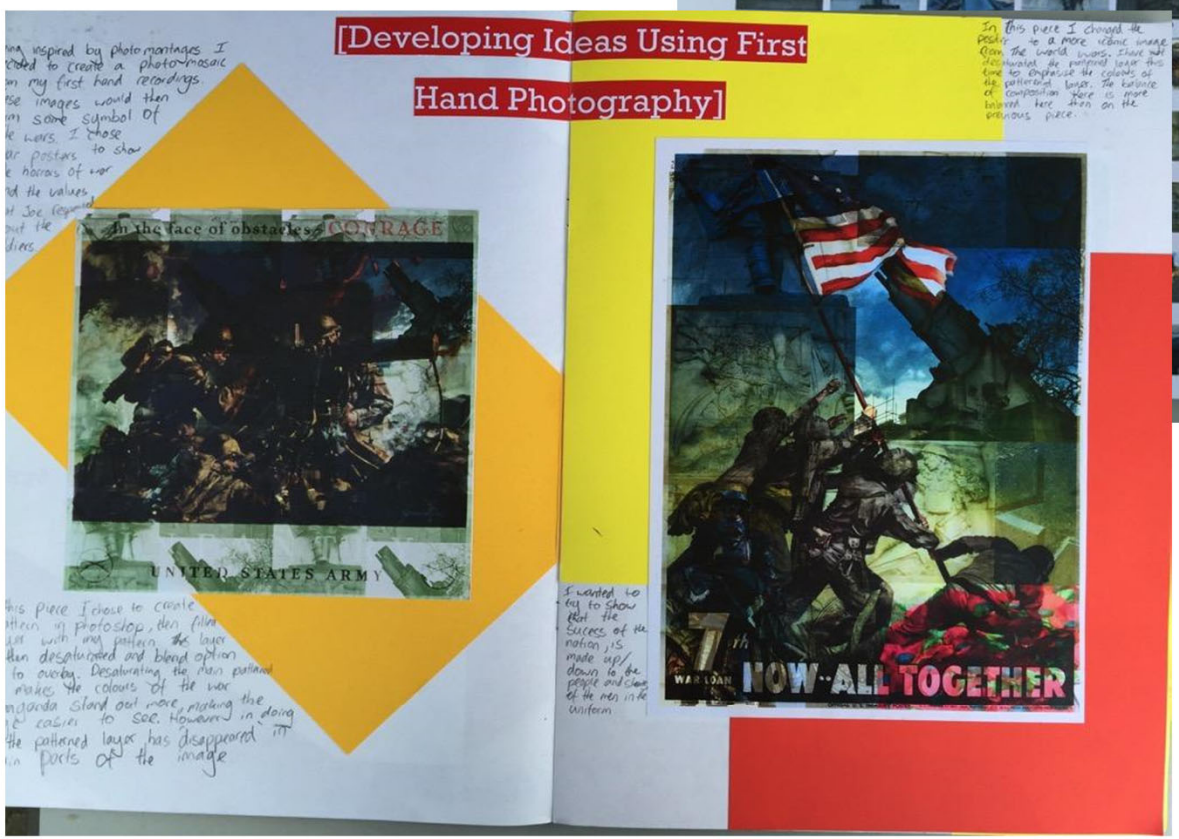
INITIAL IDEAS
Put the guns into our hands and we will use them. Give us the slogans and we will turn them into realities. Sing the battle hymns and we will take them up where you left off. Not one not ten not ten thousand not a million not ten millions not a hundred millions but a billion two billions of us all the people of the world we will have the slogans and we will have the hymns and we will have the guns and we will use them and we will live. Make no mistake of it we will live. We will be alive and we will walk and talk and eat and sing and laugh and feel and love and bear our children in tranquillity in security in decency in peace. You plan the wars you masters of men plan the wars and point the way and we will point the gun.
face of obstacles - COURAGE
In the face of obstacles
- COURAGE
Vibrationswere a very important part of communication...the vibrations became a glimmer... then the glimmer became a great dazzling white light
JOHNNY
GOT
HIS
GUN

63 marks


Bill
Zindel
fleur
JOHNNY GOT HIS GUN
DALTON
TRUMBO
George
Bates
STRUGGLE ★ KARL OVE KNAUSGAARD

63 marks

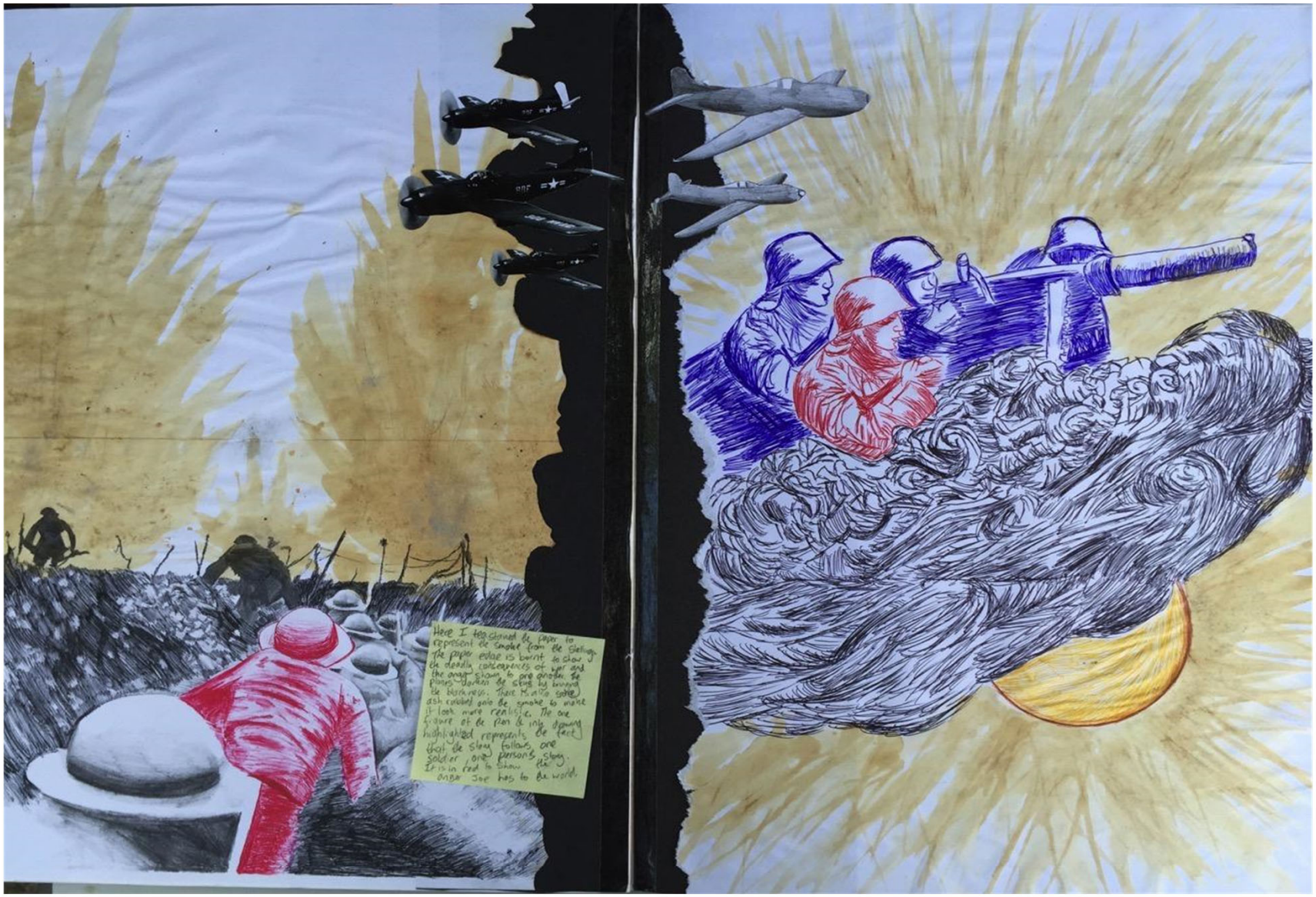
FIRST HAND
PHOTOGRAPHY


[Developing Ideas Using First Hand Photography]
In the face of obstacles, COURAGE
UNITED STATES ARMY
7th WAR LOAN
NOW-ALL TOGETHER

63 marks

[Further Development]
things in this whole dead terrible world that made a move or a sound were the airplanes that blackened the sky and far off against the horizon the thunder of the big guns and the puffs that rose from barren tortured earth when their shells exploded.

63 marks


Here I have glued the paper to represent the smoke from the fighting. The paper edge is burnt to show the deadly consequences of war and the array shows to one another the planes darken the sky by bringing the blackness. There is also some ash rubbed onto the smoke to make it look more realistic. The one figure at the plane & inky drawing highlighted represents the fact that the story follows one soldier, one persons story. It is in red to show the anger Joe has to the world.

63 marks

BOOK COVER TEMPLATE
Main Features of a Book Cover
[Blurb]
[Author]
[Publisher]
Barcode
[Publisher]
[Title]
[Spine]
[Back Flap]
[Back Cover]
[Front Cover]
[Front Flap]
BY JOHNNY DALTON TRUMBO
JOHNNY GOT HIS GUN
THIS WAS NO ORDINARY WAR
A WAR TO MAKE THE WORLD
DEMOCRACY. AND IF DEMOC
MADE SAFE THEN NOTHING
MATTERED–NOT THE MILLION
BODIES. NOR THE THOUSAND
RUINED LIVES... THIS IS NO O
NOVEL. THIS IS A NOVEL THAT
TAKES THE EASY WAY OUT. IT
SHOCKING, VIOLENT, TERRIFY
HORRIBLE, UNCOMPROMISIN
REMORSE-LESS AND GRUESO
SO IS WAR.
£6.99

63 marks

[Henri
Matisse]
TATE
HENRI MATISSE
THE CUT-OUTS

JOHNNY GOT HIS GUN
JOHNNY GOT HIS GUN BY DALTON TRUMBO
BY DALTON TRUMBO

63 marks

[Richard]
[Hamilton]
Richard Hamilton
TATE MODERN
[INSPIRATION]
JAMES PATTERSON
THE NO. 1 INTERNATIONAL BESTSELLER
ROSES ARE RED
HAS ALEX CROSS MET HIS MATCH?
JOHNNY GOT HIS GUN
DALTON TRUMBO

63 marks

DALTON TRUMBO
JOHNNY GOT HIS GUN
JOHNNY
DALTON TRUMBO
JOHNNY GOT HIS GUN
JOHNNY
DALTON TRUMBO
JOHNNY GOT HIS GUN
JOHNNY

63 marks

JOHNNY GOT HIS GUN
DALTON TRUMBO
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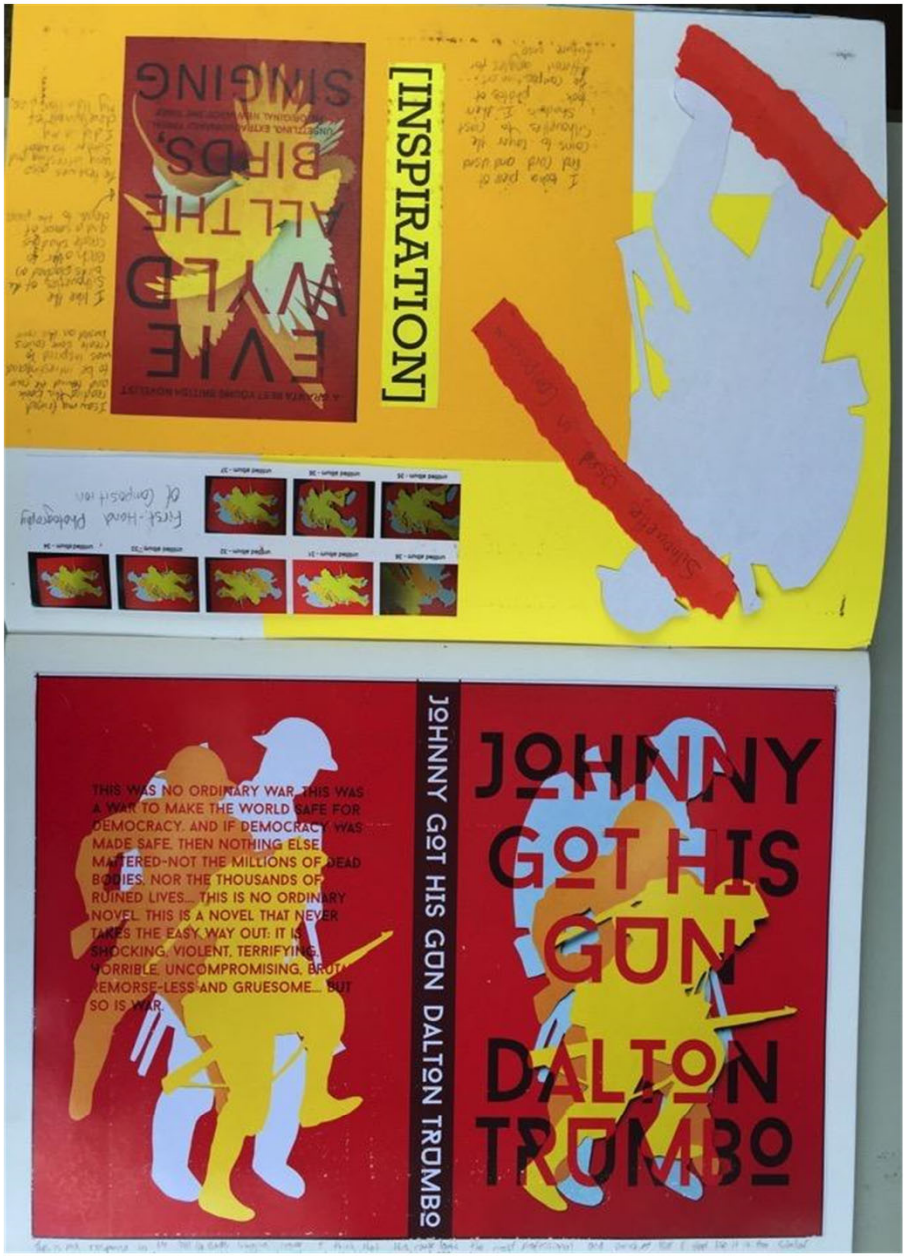
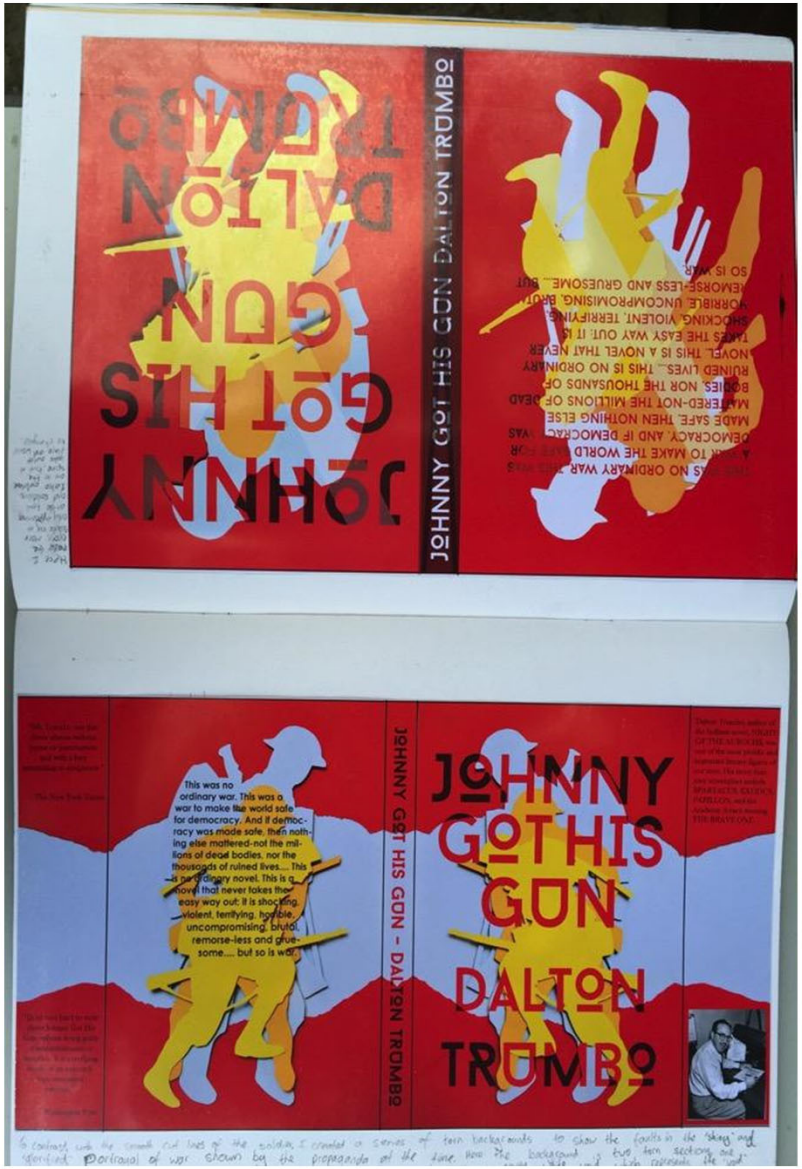
DALTON TRUMBO
JOHNNY GOT HIS GUN
DALTON TRUMBO


[INSPIRATION]
EVILE WYLD ALL THE BIRDS, SINGING
JOHNNY GOT HIS GUN
DALTON TRUMBO
THIS WAS NO ORDINARY WAR. THIS WAS A WAR TO MAKE THE WORLD SAFE FOR DEMOCRACY. AND IF DEMOCRACY WAS MADE SAFE. THEN NOTHING ELSE MATTERED-NOT THE MILLIONS OF DEAD BODIES. NOR THE THOUSANDS OF RUINED LIVES.... THIS IS NO ORDINARY NOVEL. THIS IS A NOVEL THAT NEVER TAKES THE EASY WAY OUT: IT IS SHOCKING, VIOLENT, TERRIFYING, HORRIBLE, UNCOMPROMISING, BRUTAL, REMORSE-LESS AND GRUESOME... BUT SO IS WAR.
JOHNNY GOT HIS GUN DALTON TRUMBO

63 marks


JOHNNY GOT HIS GUN
DALTON TRUMBO
JOHNNY GOT HIS GUN – DALTON TRUMBO
This was no ordinary war. This was a war to make the world safe for democracy. And if democracy was made safe, then nothing else mattered-not the millions of dead bodies, nor the thousands of ruined lives.... This is no ordinary novel. This is a novel that never takes the easy way out: It is shocking, violent, terrifying, horrible, uncompromising, brutal, remorse-less and gruesome.... but so is war.

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63 marks

This background was used is the previous design
JOHNNY GOT HIS GUN – DALTON TRUMBO
JOHNNY GOT HIS GUN
DALTON TRUMBO
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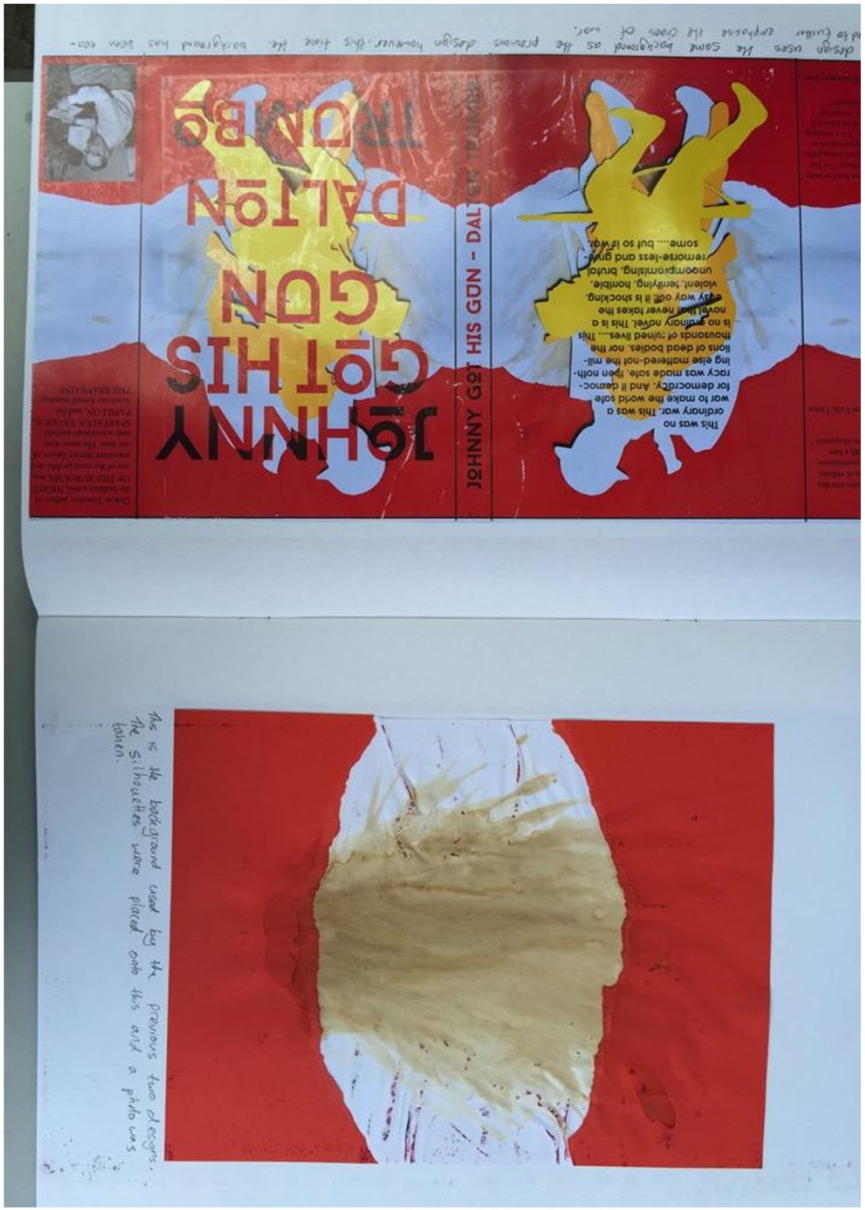
This is the background used by the previous two designs. The silhouettes were placed onto this and a photo was taken.
JOHNNY GOT HIS GUN – DALTON TRUMBO
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DALTON TRUMBO
This was no ordinary war. This was a war to make the world safe for democracy. And it democcracy was made safe. When nothing else mattered-not the millions of dead bodies, not the thousands of ruined lives.... This is no ordinary novel. This is a novel that never takes the easy way out: it is shocking, violent, terrifying, horrible, uncompromising, brutal, remorse-less and gruesome.... but so is war.

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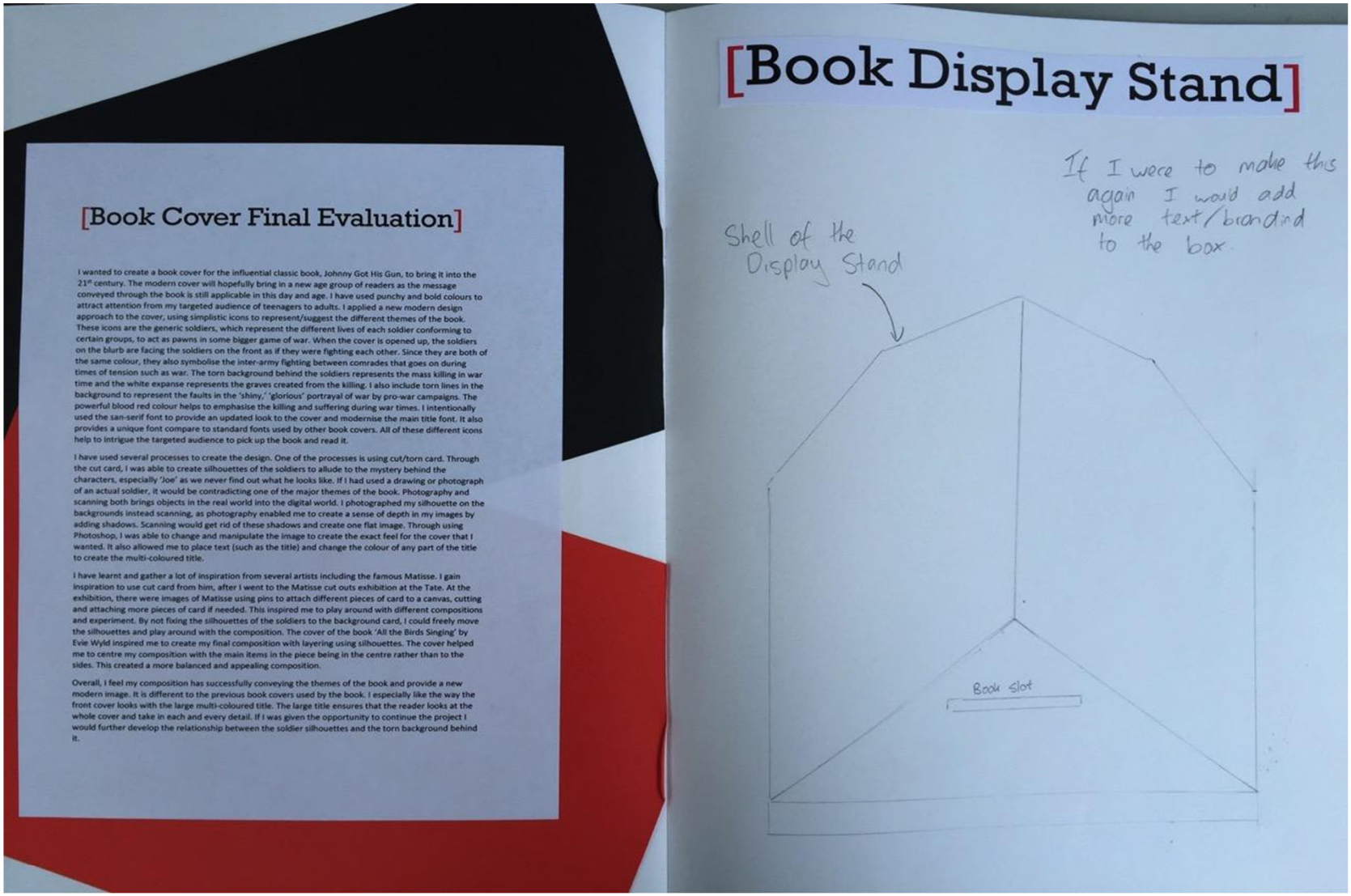

[Book Cover Final Evaluation]

I wanted to create a book cover for the influential classic book, Johnny Got His Gun, to bring it into the 21st century. The modern cover will hopefully bring in a new age group of readers as the message conveyed through the book is still applicable in this day and age. I have used punchy and bold colours to attract attention from my targeted audience of teenagers to adults. I applied a new modern design approach to the cover, using simplistic icons to represent/suggest the different themes of the book. These icons are the generic soldiers, which represent the different lives of each soldier conforming to certain groups, to act as pawns in some bigger game of war. When the cover is opened up, the soldiers on the blurb are facing the soldiers on the front as if they were fighting each other. Since they are both of the same colour, they also symbolise the inter-army fighting between comrades that goes on during times of tension such as war. The torn background behind the soldiers represents the mass killing in war time and the white expanse represents the graves created from the killing. I also include torn lines in the background to represent the faults in the 'shiny,' 'glorious' portrayal of war by pro-war campaigns. The powerful blood red colour helps to emphasise the killing and suffering during war times. I intentionally used the san-serif font to provide an updated look to the cover and modernise the main title font. It also provides a unique font compare to standard fonts used by other book covers. All of these different icons help to intrigue the targeted audience to pick up the book and read it.

I have used several processes to create the design. One of the processes is using cut/torn card. Through the cut card, I was able to create silhouettes of the soldiers to allude to the mystery behind the characters, especially 'Joe' as we never find out what he looks like. If I had used a drawing or photograph of an actual soldier, it would be contradicting one of the major themes of the book. Photography and scanning both brings objects in the real world into the digital world. I photographed my silhouette on the backgrounds instead scanning, as photography enabled me to create a sense of depth in my images by adding shadows. Scanning would get rid of these shadows and create one flat image. Through using Photoshop, I was able to change and manipulate the image to create the exact feel for the cover that I wanted. It also allowed me to place text (such as the title) and change the colour of any part of the title to create the multi-coloured title.

I have learnt and gather a lot of inspiration from several artists including the famous Matisse. I gain inspiration to use cut card from him, after I went to the Matisse cut outs exhibition at the Tate. At the exhibition, there were images of Matisse using pins to attach different pieces of card to a canvas, cutting and attaching more pieces of card if needed. This inspired me to play around with different compositions and experiment. By not fixing the silhouettes of the soldiers to the background card, I could freely move the silhouettes and play around with the composition. The cover of the book 'All the Birds Singing' by Evie Wyld inspired me to create my final composition with layering using silhouettes. The cover helped me to centre my composition with the main items in the piece being in the centre rather than to the sides. This created a more balanced and appealing composition.

Overall, I feel my composition has successfully conveying the themes of the book and provide a new modern image. It is different to the previous book covers used by the book. I especially like the way the front cover looks with the large multi-coloured title. The large title ensures that the reader looks at the whole cover and take in each and every detail. If I was given the opportunity to continue the project I would further develop the relationship between the soldier silhouettes and the torn background behind it.

[Book Display Stand]

If I were to make this again I would add more text/branding to the box.

Shell of the Display Stand

Book slot

63 marks

63 marks