

Component 2 Graphic Communication

Standard Mark – 33

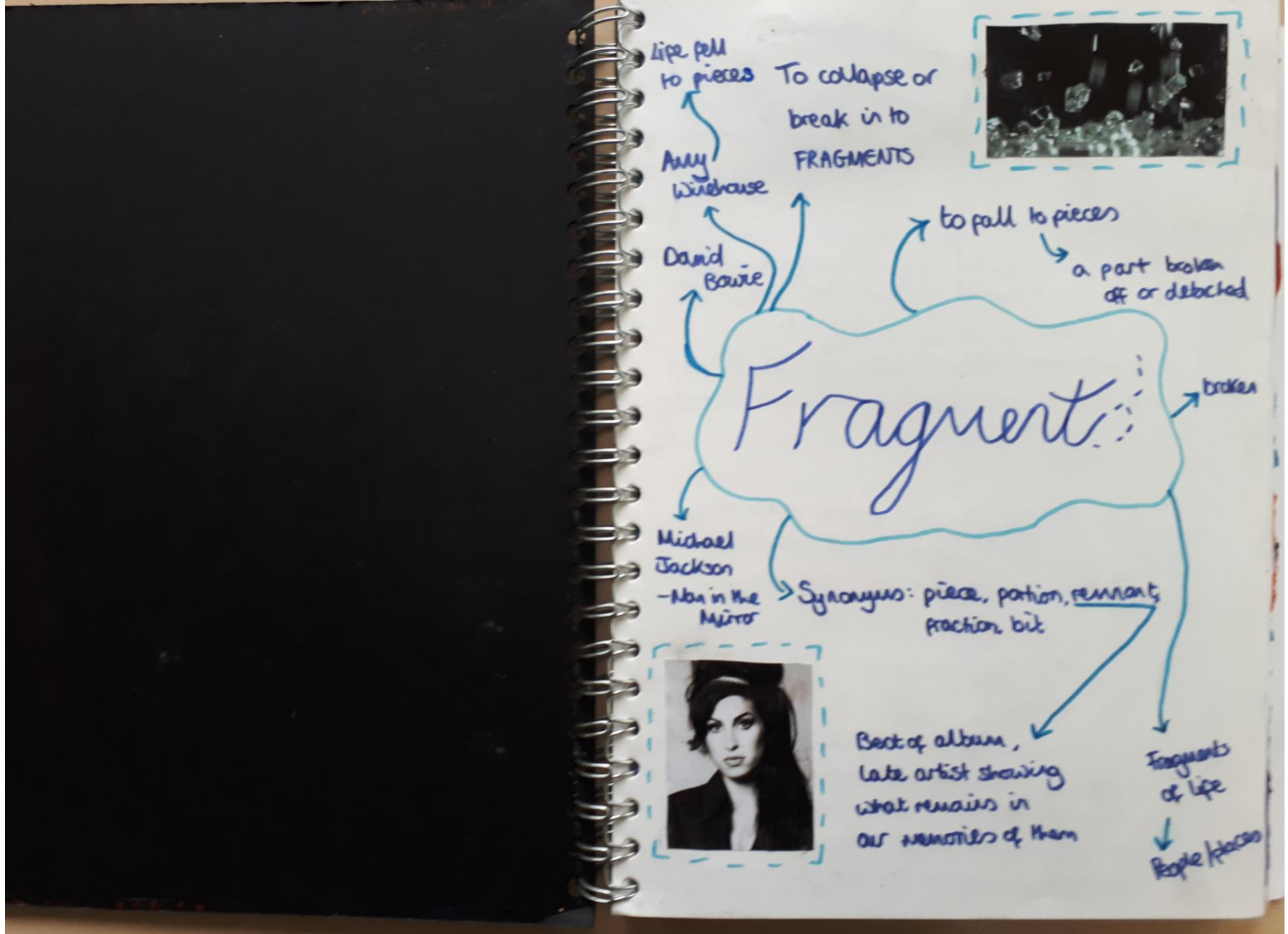
	A01	A02	A03	A04	Total
Mark	8	8	8	9	33
Level	3	3	3	3	
	Mostly emerging competent ability	Mostly emerging competent ability	Mostly emerging competent ability	Fully emerging competent ability	

Keyword descriptors from the taxonomy:

Growing control
Broadening
Endeavour

Examiner comments:

- This candidate's performance level is mostly emerging competent in level 3 in AO1, AO2 and AO3, and fully emerging competent in level 3 in AO4.
- There is evidence that knowledge, understanding and skills are generally adequate.
- The development process demonstrates endeavour in the formulation of ideas and the context in which they were informed.
- The visual journey displays evidence of growing technical control of the formal elements through a range of media, including digital photographic experimentation.
- The candidate shows evidence of drawing throughout, supported by their own photography. There is evidence of painting, printmaking, drawing and pastel/ charcoal studies.
- Annotation is often descriptive but is relevant to intentions.
- The Candidate's timed test demonstrates a broadening approach to technique and process in their understanding of graphic visual language.



Amy Winehouse



Amy Jade Winehouse was born in London on September 14th 1983. She was a singer/songwriter with an iconic, deep and expressive singing voice. She sang soul, jazz and rhythm and blues. Her album "Back to Black", released in 2006, led to her immense fame. She never wanted fame, she'd struggled with depression or bulimia throughout her life, and eventually became dependent on alcohol, crack and heroin. She died from alcohol poisoning on July 23rd 2011.

Her relationship with Blake Fielder-Civil was one factor that led to her death. She was fixated on him yet he influenced her to try crack cocaine and heroin which eventually led to an overdose. She survived and the couple decided to go to rehab together.

Amy said herself that she was a quiet girl until the age of 9. Her parents split had a strong effect on her, she wanted to rebel in anyway she could by: smoking weed all day, getting tattoos and piercings, bunking off school and getting drunk.

She was heavily influenced by her grandmother Cynthia, saying that she was: "the strongest woman she ever knew". Her death took a massive toll on Amy's mental health.

She began writing music at age 14 with the guitar she bought. She loved Jazz and was inspired by Sarah Vaughan and Dinah Washington. Her debut album was called "Frank", released in October 2003, was nominated for "Brit Awards" and achieved platinum sales.

I decided I may want to base my project on making an album cover for a "Best of" album for Amy Winehouse.

The album would show "fragments" of her life and show how her soul remains in the hearts of many



Andrew

He's a New York City Photographer, born in Detroit

6 I tear the images into fragments then re-arrange until a piece feels like it makes sense 99

Lundwall works with medium collage and only uses pre-1980 printed materials and glue to make his collage photography or photomontage

6 I don't really create with a specific subject in mind 99

His work is often quite confusing to look at and often consists of edited photos cut into fragments and being put back together in creative and unique ways



My Response

I really like Lundwall's work as to me it shows two perceptions of reality. The editing of regular photos to create something different could represent how, in Amy Winehouse's case, she was represented one way by her fame and struggle with drugs but the true spirit of her was something much different and very special.

One of my favourites of his works is the woman edited with triangles, the black and white image makes the pastel blue and green stand out. She looks like a glamorous woman from around 1950 yet the edit makes her appear slightly disturbing. Another similar to this is the man who also looks like he's from the early 20th century. The once normal image now looks distorted and threatening.

Lundwall



BACK TO BLACK

Boxy, Angular
Typography

White on a coloured
or dark background

Looks modern and striking

A lot of Amy Winehouse's
album typography was
this style

Most of her
album covers
featured her in
dark colours,
along with
light coloured
type that
stands out
against the back-
ground



Classic Font
All her albums
used this

AMY WINEHOUSE
BACK TO BLACK

Montage (Digital)

Photos of her throughout her life

One colour Type

One main image, clearest one

Main image shows her classic look

Younger pictures

Pictures of her near the end of life

Clear sans font

Title name here

Early career photos

School photos

Her name at the bottom

- I could use photomontage, with lower opacity images over one full opacity image to create a digital album cover.
- Pictures of her when she was younger, celebrating her life

Montage (Hand-made)

Mixture of colour and black and white

Most recent and childhood

Pictures with the classic eyes

Many photos all overlapping, all memories combining

Try not to leave gaps

Pyramid shape

Pictures near the end of her life

Classic hair

Serious faces and smiles

Like a photo-album

Albums



- Simple background, focus on image
- Text same texture as Michael Jackson's clothes
- Space Theme, jagged font looks futuristic
- Eyes are bold and striking, only facial feature visible clearly

Analysis

- Mixture of picture and drawn image
- Artist name bold, album name faded
- "Nothings real" life is made up or "drawn"
- Title fades away as it is "not real" - Theme is blue and green



Amy's Albums



o Amy is the focal point of the picture

o album name smaller and below her name

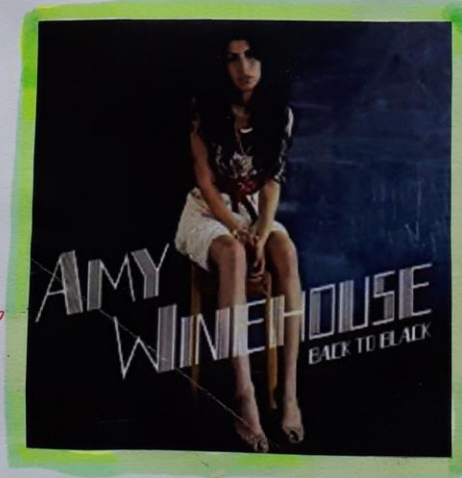
o All capital letters, bold font

o Sassy expression

o She always stars on the covers

o Black / dark black background, puts focus on Amy and the title

o Traditional font



o Mostly monochrom
hint of bright p
- stands out

o Sans font, clear to see

o Amy stars on the cover

o Amy is the brightest lit thing on the cover, draws viewers attention to her.

o Capital letter's larger than lower case by a lot.

o Looks like it's handwrit

Amy

o Perhaps her name written in handwriting on cover for personal touch

o Looks like a star

Winehouse

o less rigid, more flowy



Lino printing



Roll out the printing ink and then roll it onto the lino cutting



↑
Make sure the print is not patchy



↪ Use lots of different colours for an overlap effect

Exam

Sources

My main source of inspiration for this project was the late singer Amy Winehouse. For research, I watch the documentary "Amy" to find out more about her life. I decided I wanted to do a best hits album for Amy Winehouse or another late artist, for example Kurt Cobain, as it would represent a fragment of their life left behind. To prepare, I experimented with lino printing, Gouache paints, charcoal and oil pastel, as well as digital media like Photoshop. I also looked at the composition of album covers.

Artists

My main artist I studied was Amy Winehouse so I looked at and analysed her album covers to gain inspiration. I also analysed other album covers, for example Michael Jackson's "Xscape". I looked at the artist Andrew Ludwell as well because I liked the way he made ordinary photos/paintings look extraordinary or strange.

Achievement

In the end, I am happy with the amount of experimentation I have done in this project however some of my outcomes appear quite messy. If I had practised more with the Gouache, I could have been more successful. I managed my time well as I finished a digital and handmade final piece.

Evaluation

Crayon



Oil
Pastel



Pen



Charcoal



Memories/old photos
in eye

Close ups, better for album cover



see all different
tones in skin

Tilted noses image less clear



colder
lighting

warmer
lighting

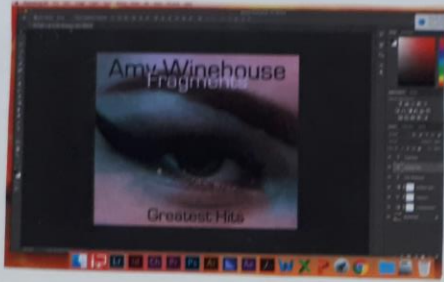


smoked
glass in eye

perhaps edit
into the eye

make sure not to
use blurry image

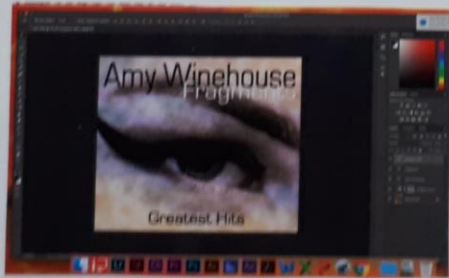
SCREENSHOTS



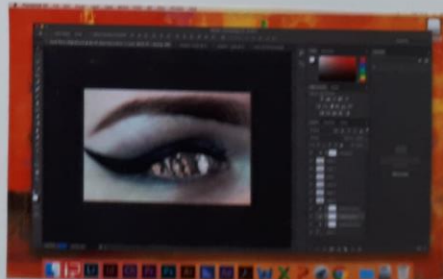
- > Font is bold and simple.
- > Overlap draws attention to the album name.
- > Image is quite dark.



- > colors are neutral yet warm.
- > gradient map on low opacity (14%).



- > Purple clouds create dreamy haze effect
- > Dark eyeliner stands out
- > White and black contrast



- > Brighter colors lives up the image.
- > Features, for example eyeliner

