GCE A Level
Advanced
Art and Design

Graphic Communication
Component 2

MAX

Total Mark 50
<table>
<thead>
<tr>
<th>Performance Level</th>
<th>AO1 Develop</th>
<th>AO2 Explore and Select</th>
<th>AO3 Record</th>
<th>AO4 Realise</th>
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<tbody>
<tr>
<td>Mark</td>
<td>11</td>
<td>12</td>
<td>14</td>
<td>13</td>
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<td>Total out of 72</td>
<td>50</td>
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Truth, Fantasy, or Fiction

- Design monsters for a game for different levels.
- Design 1 level with the environment & the monsters.
- Posters
  - Opposition
  - Global warming
  - Pollution
  - Advertising for fake tales books
- Film posters
  - Experiment with more modern art deco styled posters
  - Book jackets re-designs
- Look at other art movements

- Main character design
- Absurdist fiction
- Absurdity of life
- The Metamorphosis - Franz Kafka
- Short story
- Insects & skeletons

- Illustrating sections from them
- Animation?

Poems
- Look at typography for the text included on images
- Experiment with more digital and traditional

Fashion
- Inspired by mythical creatures
- Flora & fauna
- Gruesome
- Organic & mechanical
- Battle suit designs
- Birthday cards inspired by cyclopes
- Wallpaper designs for children's rooms with fantasy themes
- Could look at leads to amore older target market
- Could look at names/ideas would be presented to each target market.

Quotes
- Phrases
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 monochromatic.

For this first image I just used the crop tool to select areas to copy them over to the image.
Here, I tried 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 hues' saturation to a purple and yellow.

In 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 resized to fit on one half and did the same for the other image.

I then for the third added a cheap 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 disappointing. So maybe I should have used another grid which was better constructed.
Here I used primary and secondary images to create these collages.
This image was heavily inspired by Jerry Uelsmann’s work, where he had a black and white image within a pair of hands and tried to mimic that image through 1 kept pure in colour. His work often uses nature scenes, people and old buildings, so I at first used an image of an old burnt building I found. Though afterwards, I had a image of ice which I then added effects to on the next page.
I then tried using a similar cutting technique which I did try out different effects for. Although I made a back cover papercut for it and kept it black and white.

For this I used two images and only a major image. I used the paste mix to clip and paste special, paste mix to clips using my second image which I had edited.

I used this as a reference design for my own design.
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 places 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 ungeheurees 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 form. 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 adaptor's name to be clearly readable.
Direct observational drawings.
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 amidst 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 tans. 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 figure would be how I could use the insects to show the metamorphosis from the human form of Gregor to more of an 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 though 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 collage inspired by her paintings and added mixed into the darker shapes to results next to the metamorphosis.
Marumiyano is an 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 MGN (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 similar background colour as well as then adding the circular shapes with the huskroot. I started to use all of my previous 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.
THEM ORPHOSIS
Thumbnail Ideas

At first I started thinking about the centre poster...
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.

These are some of the test 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.
Test piece 2

I tested out matching 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.
I thought about changing this suit of sketch erotica consisting of underwear but I changed my mind back to the suit of sketch area I had made in my test piece. But then nearing the end I changed my mind again as if it looked too flat I merged both of the layers of the suit experiments.

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

I wanted to add more bugs into the blank space and for some cutting effects on them, I changed them slightly and moved them around, however, for some it didn’t work and removed it to a white added flat colors to the bugs merged the layers and then used the cut out effect which made the peripherals more super. I then used these to fill the top of the head.

I thought adding more bugs to the head area digitally but I felt that it didn’t look as good.
First started to make the poster for the image using the line tool at a thickness of 80. I then worked panel by panel.

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

They were warped to fit along Gregors curved back.

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

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

For the last panel's background when I tried red in flat colors with the airbrush it felt slightly empty so I added more redder areas and used the smudge tool to blend them out across the panel.

- Settings for the border lines.