

# Component 1 Graphic Communication

## Standard Mark - 45

	A01	A02	A03	A04	TOTAL
<b>Mark</b>	11	11	10	13	45
<b>Level</b>	4	4	4	5	
	Mostly competent and consistent ability	Mostly competent and consistent ability	Just competent and consistent ability	Just confident and assured ability	

### Keyword descriptors from the taxonomy:

Purposeful  
 Engaged  
 Thoughtful  
 Cohesive

### Examiner comments:

- Knowledge, understanding and skills are cohesive throughout.
- This is competent and consistent work with a thoughtful development of ideas and references to the work of others.
- There is evidence of an engaged approach to the experimentation and exploration of a range of graphic techniques and processes relevant to the development of ideas.
- Annotation is competent and consistent throughout.
- There is a competent and consistent ability to record observations and insights through a range of graphic, photographic and primary source material.
- The candidate has realised their intentions through the purposeful investigations they have pursued.

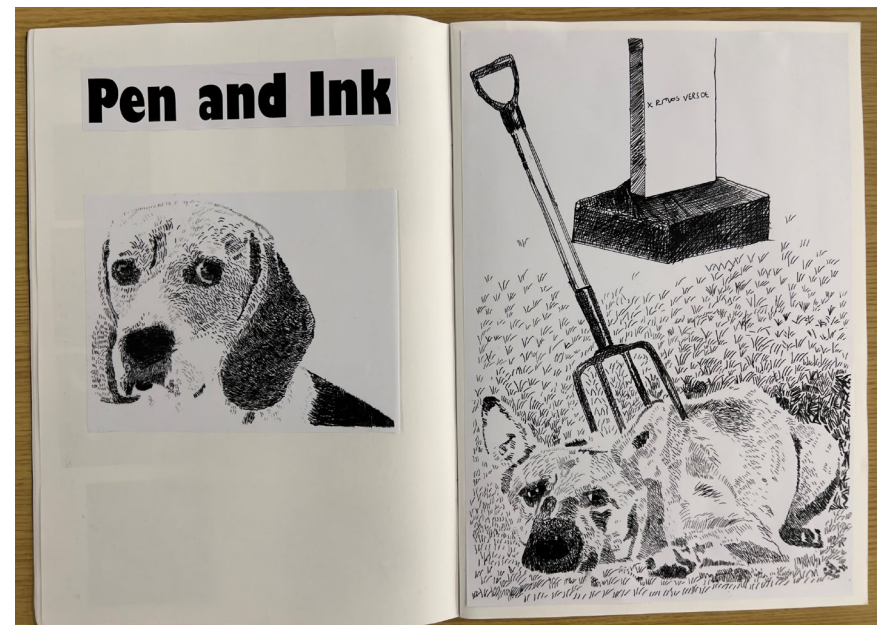
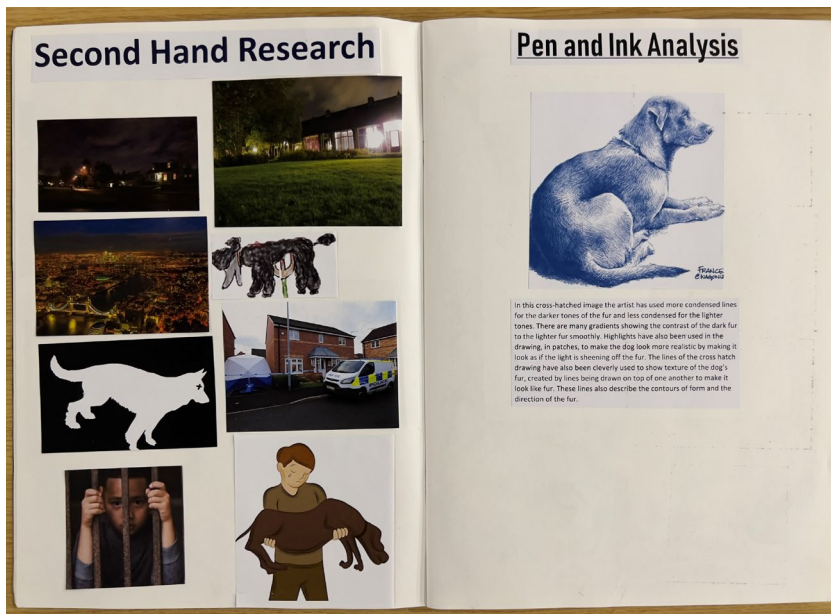
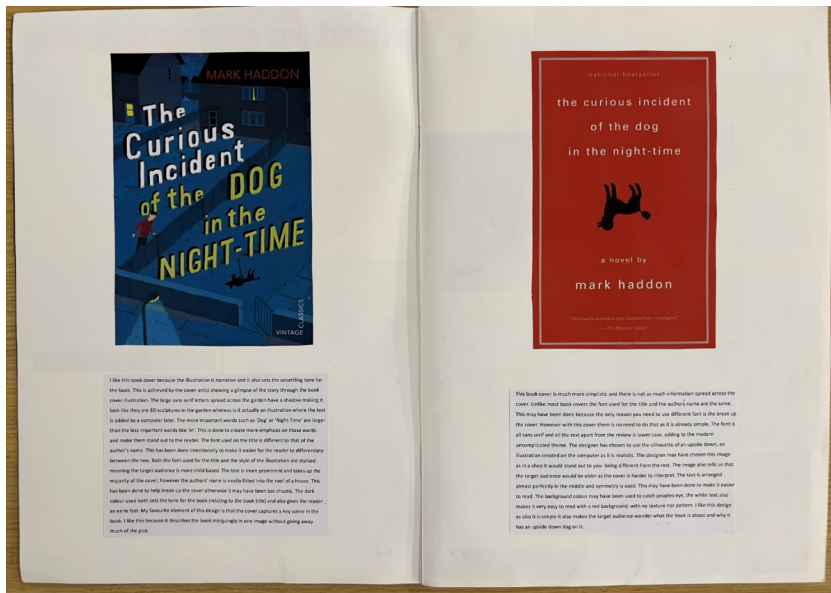
Final  
outcome



Standard Mark - 45



Pearson





## Book Quotes

curious incident of the dog in the night-time

But the mind is just a complicated machine. And when we look at things we think we're just looking out of our eyes like we're looking out of little windows and there's a person inside our head, but we're not. We're looking at a screen inside our heads, like a computer screen.

I think prime numbers are like life. They are very logical but you could never work out the rules, even if you spent all of your time thinking about them.

I sometimes think of my mind as a machine.

We passed four red cars in a row which meant that it was a Good Day.

I said that I liked things to be in a nice order. And one way of things being in a nice order was to be logical.

Mr. Jeavons said that I like maths because it was safe.

This is why people's brains are like computers.

My memory is like a film. That is why I am really good at remembering things, like the conversations I have written down in this book, and what people were wearing, and what they smell like, because my memory has a smell-track which is like a soundtrack.

I know you always like to know exactly what time it is.

I see everything.

And I like timetables because I like to know when everything is going to happen.

## Collage



I like this image because the artist has combined many images and media types to create a new image. In one instance the artist has combined two images on the same scale (the rabbit and the person) to merge them into one creation. I also like how the artist has not used just plain white as a background but has used a crumpled brown envelope to show the artfulness of the piece. The writing and the paint have also been used to show this. The images would have been combined when they were cut out and stuck together, making the collage physical. This collage is also very surreal and also could be narrative of a story.



I like this image as it leaves the viewer curious and makes them ponder the meaning behind the piece. I also enjoy this piece of digital collage as the artist has used symmetry and reflection that makes the collage balanced and pleasant to look at. The image also includes old-fashioned cars to make it look vintage. The final piece of the collage is the space tunnel, which the cars are travelling in and out of and makes the piece surreal. The collage would have been made using a software package, making it look as if the image is split in two. The hands holding up the hole have been taken as an image and placed next to the image of the road.

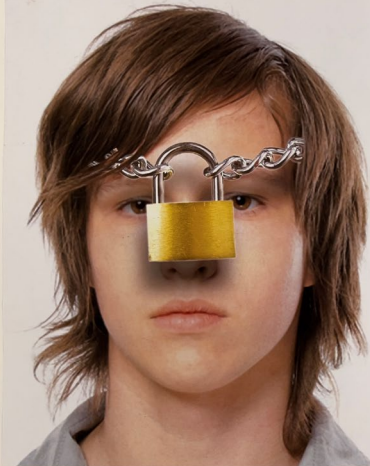
## Digital



"but the mind is just a complicated machine. And when we look at things we think we're just looking out of our eyes like we're looking out of little windows."



## Physical



HERITAGE SERVICE Blue Timetable	PICNIC TRAIN	SWAN BAY EXPRESS	BELLARINE EXPLORER
QUEENSCLIFF STATION dep.	11.00	1.45	3.10
LAKERS SIDING arr.		2.00	
DRYSDALE STATION arr.			4.00
LAKERS SIDING dep.	12.10	2.15	4.15
QUEENSCLIFF STATION arr.	1.00	2.30	5.05
QUEENSCLIFF STATION dep.	11.00	1.45	3.10
LAKERS SIDING arr.		2.00	
DRYSDALE STATION arr.	11.50		4.00
LAKERS SIDING dep.		2.15	

"And I like timetables because I like to know when everything is going to happen."

## Lino and Woodcut Printing



In this lino print the artist, Tom Hetherick, has used different line directions (vertical and horizontal) in order to create a visual contrast in the print. This creates a physical texture making it easier for the viewer to grasp the image. The contrast of blue also separates the boy, in the foreground, from the sea in the background in the background of the sea. Hetherick has also used a variety of gauge widths in order to create more and not about the sea but more texture, adding more texture to the background movement in the waves using fine. The technique used is to cut away as little as possible. He has been used to show the sea of negative space in the image (the sea has not cut out). The large amount of negative space makes the image easier to grasp the image. The sky and foreground are retained creating space for the viewer. The use of colour on the sea creates a shimmering look which gives an effect of movement.





In this woodcut print the unknown artist has carved away the black part of the image as the white has cut the hole. The artist has also used the laser to break up the complexity of the wood grain in the waves creating a texture as they are cutting into the water. The contrast of black and white in the water create a shimmering look which gives an effect of motion. Lines on the edge of the boat have been used to show the 3D form and also to create texture in the boat using the laser. Horizontal and vertical lines create a visual contrast on the general balance on the boat. The pattern of the water has been reversed to show the outline of an unknown sea creature and negative space has been used to break it up. The image of the dog has been simplified greatly as too much detail could not have been achieved because it may have been difficult to cut out with a fine cutter.






## Lino and Woodcut Printing

In this linocut print, Tom Hornick has used different linocutters vertical and horizontal in order to create a small contrast in the image. This creates a personal balance making it easier for the viewer to figure the image. The contrast of lines also separates the man in the foreground from the man in the background. In the background of the man, Hornick has also used a variety of shapes within in order to create texture and make the man look more realistic, adding more. Hornick has also captured movement in the man walking in. The horizontal and vertical lines as they go possible, this has been used to show the lines of negative space in the image. The cut has not cut out. The large amount of negative space makes the image clear as it simplifies the image. The use of horizontal and vertical lines creates a sense of rhythm. The use of color on the man creates a dimensioning look which gives an effect of realism.




In this woodblock print the unknown artist has carved away the back part of the image as well as the side of the boat. The artist has also used the wood to break up the complexity of the water and left the viewer pondering why they are staring into the water. The contrast of black and white in the water creates a shimmering look which gives an effect of realism. Lines on the side of the boat have been used to show the 3D form and also to create texture in the flat print. The boat's horizontal and vertical lines create a visual contrast as the pictorial balance on the boat. The pattern of the water has been removed to show the outline of an unknown creature and negative space has been used to break it up. The image of the dog has been simplified greatly as too much detail could not have been achieved because it may have been too difficult to cut out with a thin cutter.





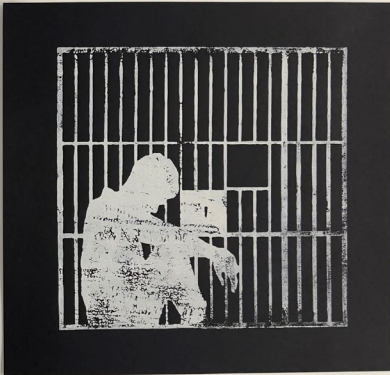
**ALONE**

### Block Print Ideas using Adobe Illustrator




**ALONE**


### Block Print



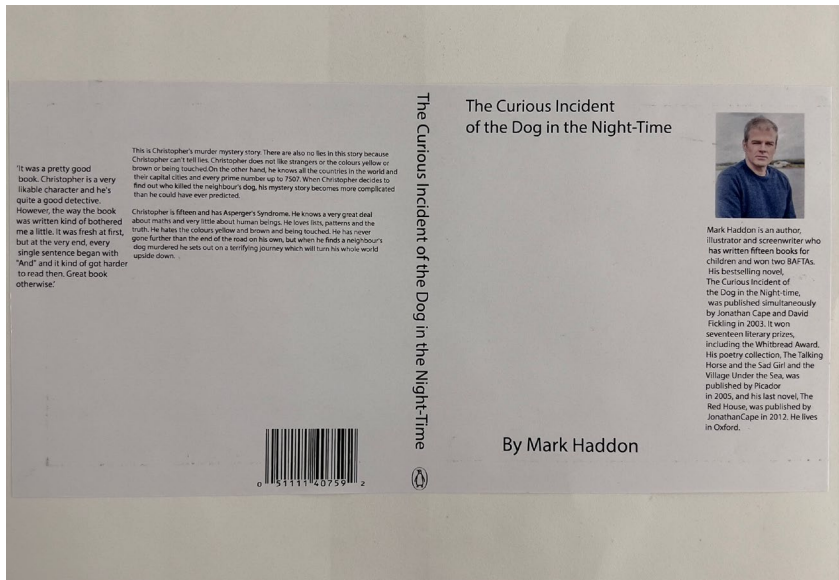
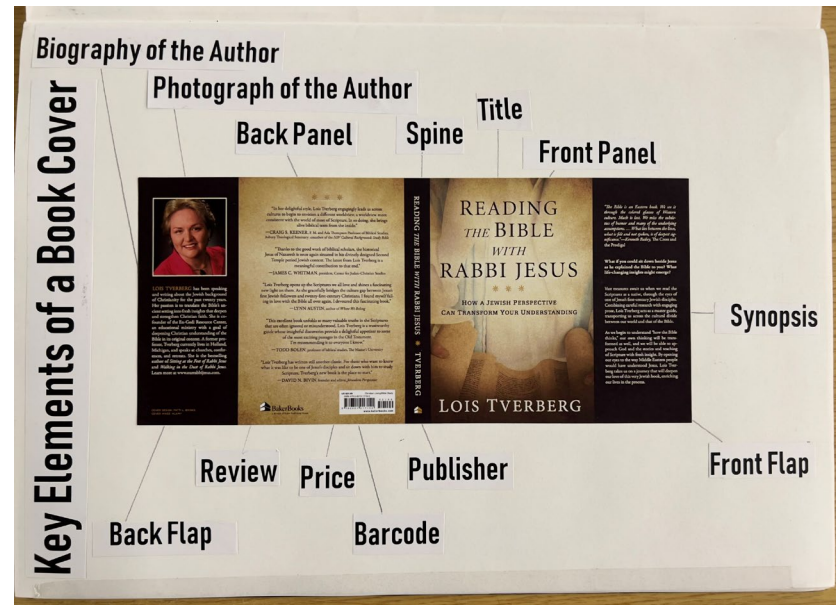
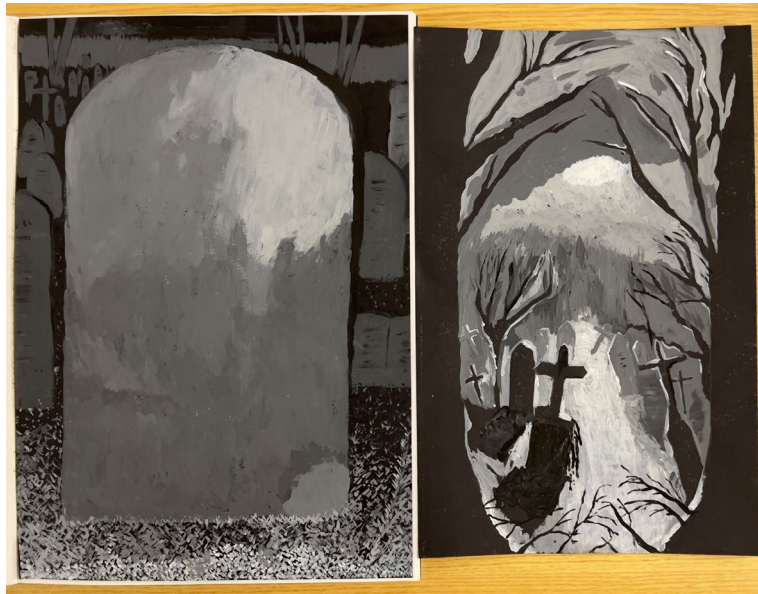
## Gouache Analysis



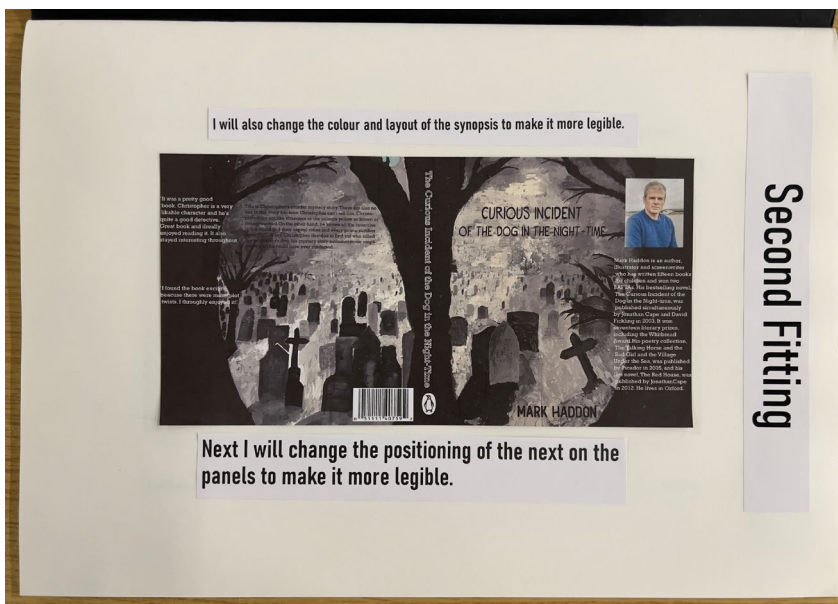
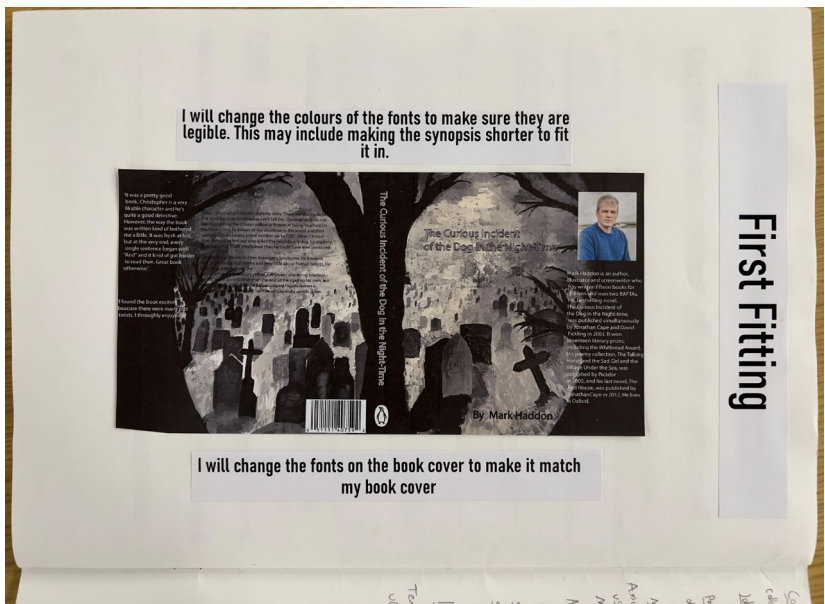
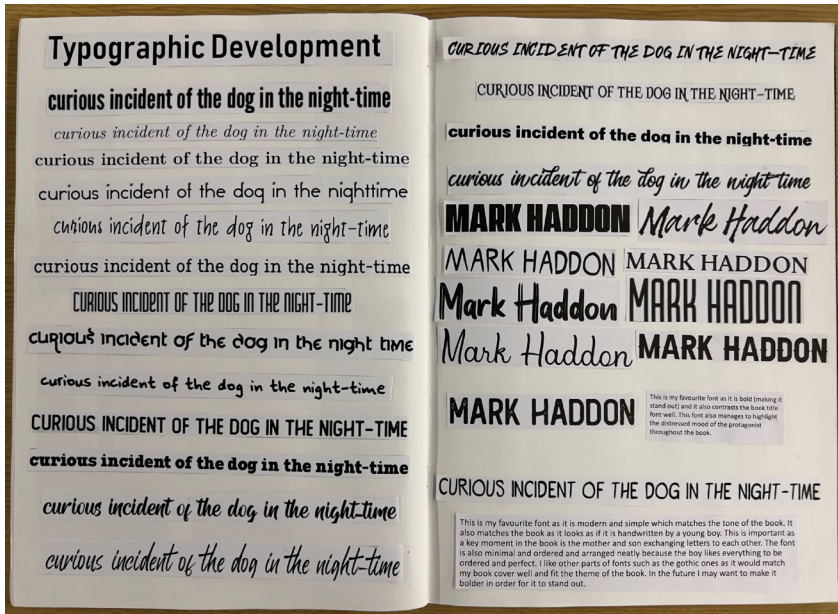
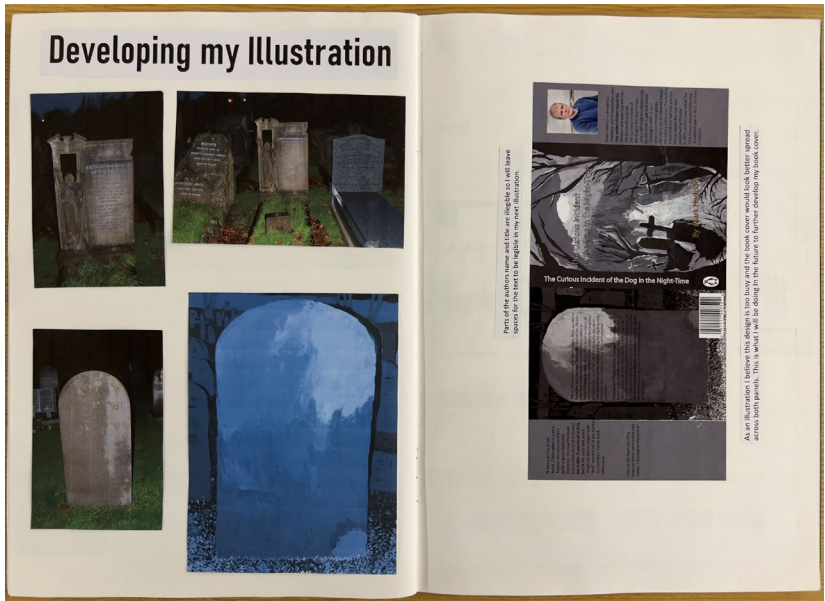
This gouache painting represents a person being buried by life's suffocating extremes. This is shown in the gouache painting by the stream of a troubled individual being distorted and invaded by brown lines. The artist would have painted this image by first painting the head of the man then later adding the lines. This technique cannot be done with watercolours so gouache paints must be used because gouache is opaque. Gouache has also been used in the corners of the piece to create a melancholy darkness, this could be suggesting a darkness inside his mind. The colour palette is representing the dirtiness and darkness inside this person's mind. The image is odd and surreal but offers a different perspective of the brain.



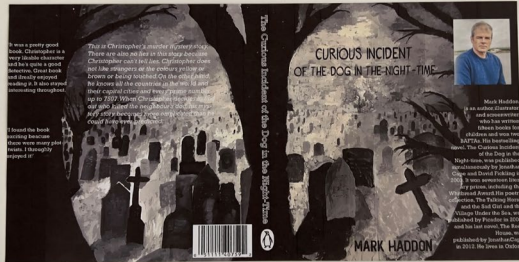








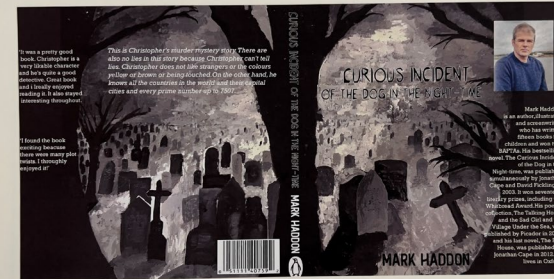
To develop, I will change the spine of the book to add the authors name



Third Fitting

I will also add a stroke to the book title to make it more legible.

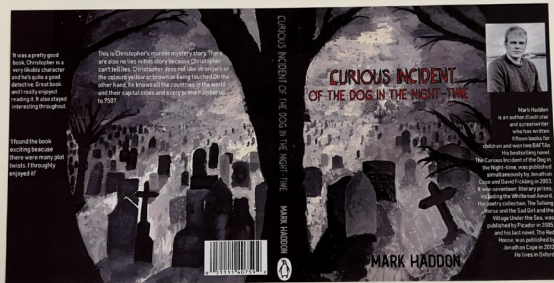
I will change the authors image to black and white to suit the style of my book cover.



Forth Fitting

I will also incorporate red colouring into the title and synopsis in order to make them even more legible.

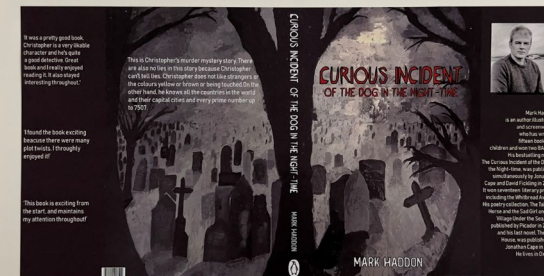
I will add a gradient to my image to darken parts in order to make my synopsis and title legible.



Fifth Fitting

I also added another review of the book to fill it up.

I will move the barcode to the flap with the reviews because it was visually distracting on the back page.



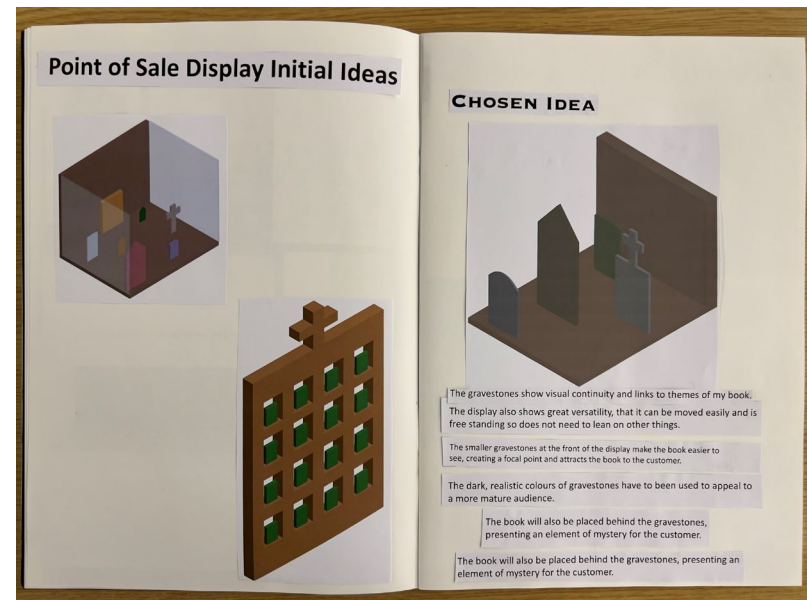
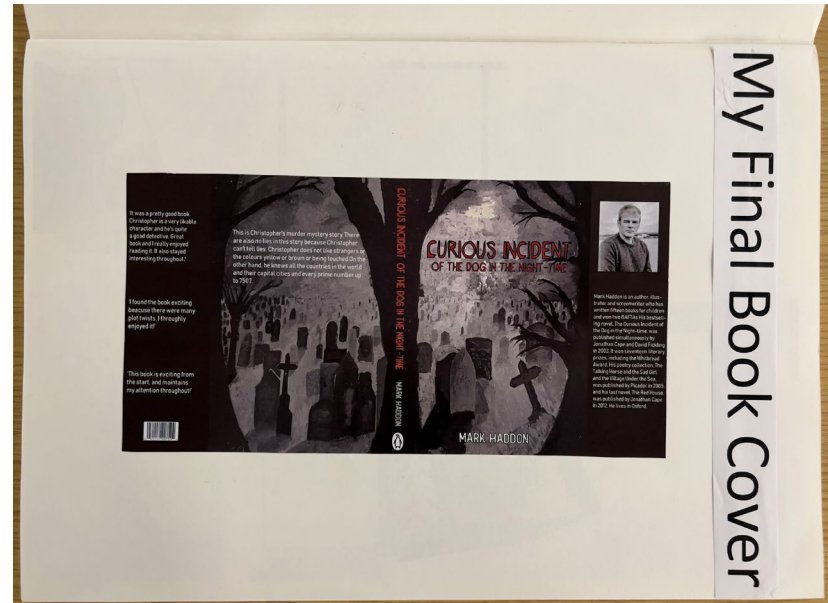
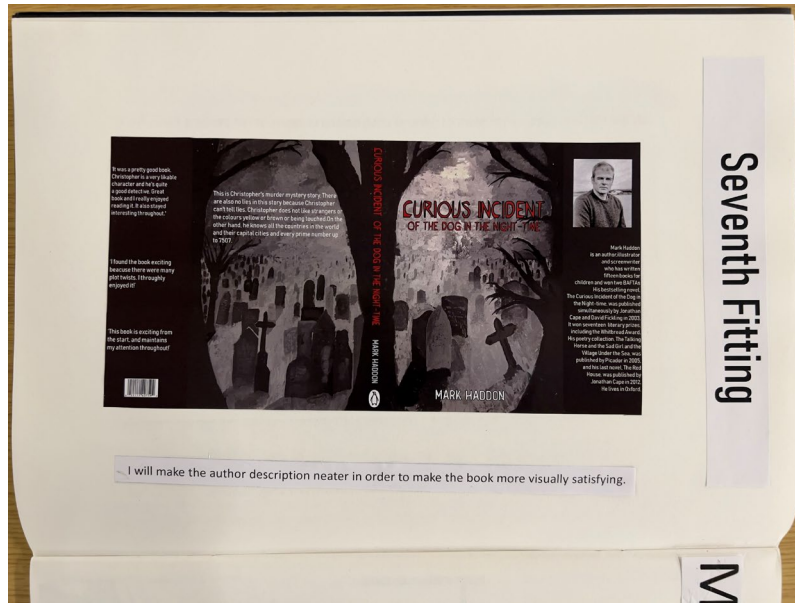
Sixth Fitting

I will also change the book title on the spine to red in order to match the front cover book title.



Pearson

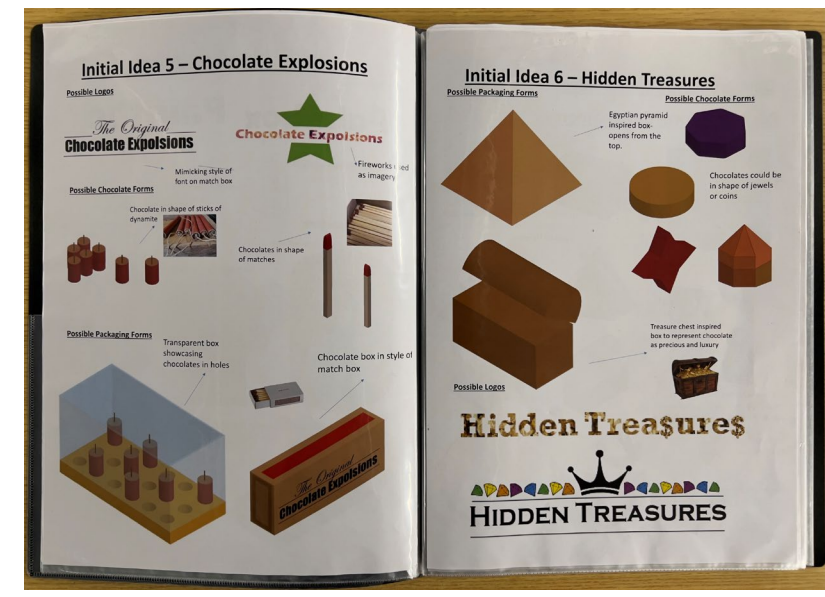
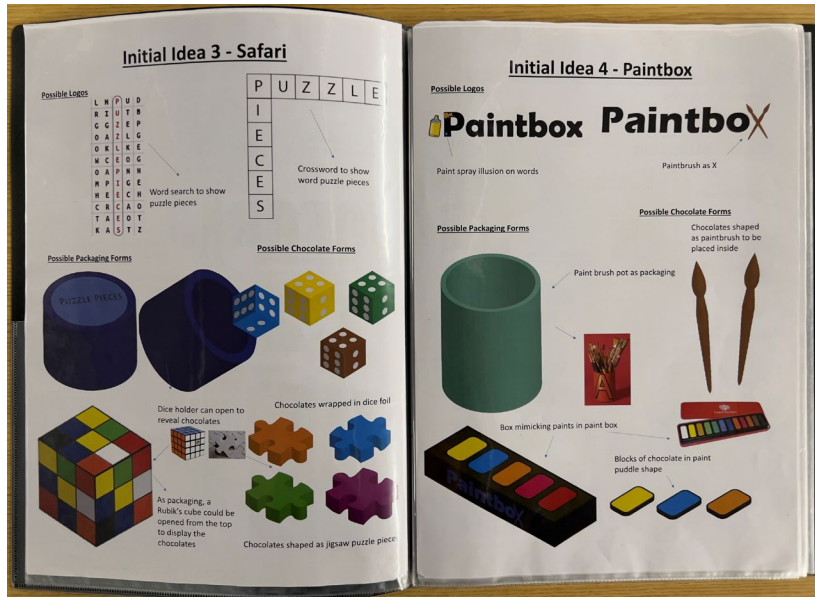




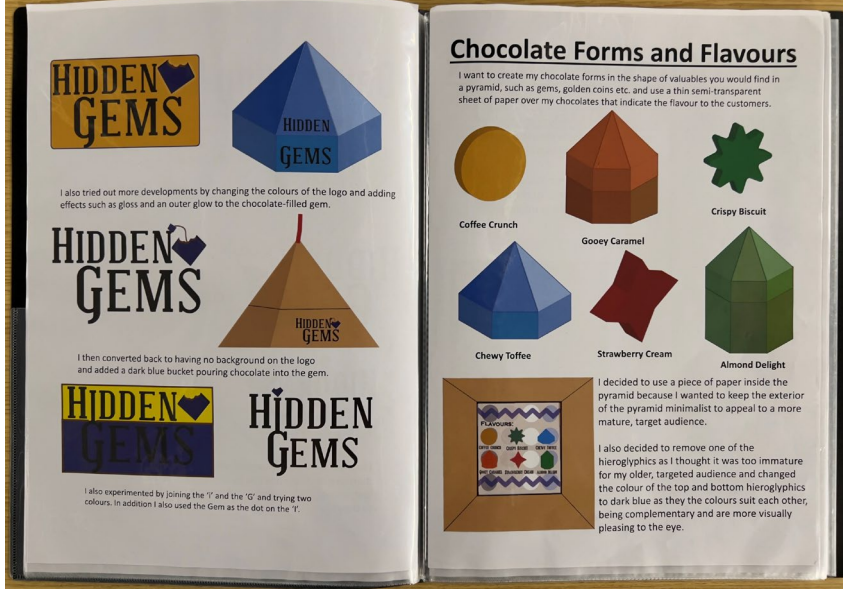
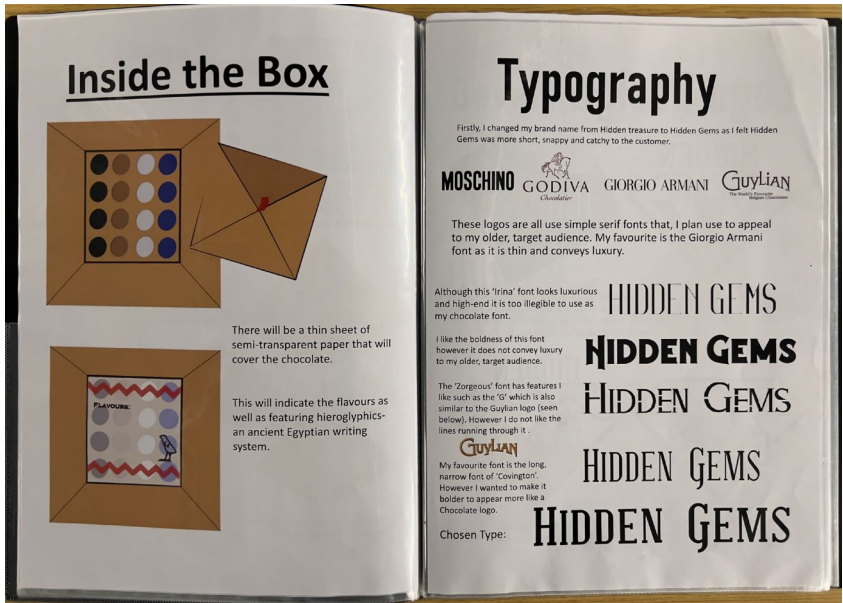
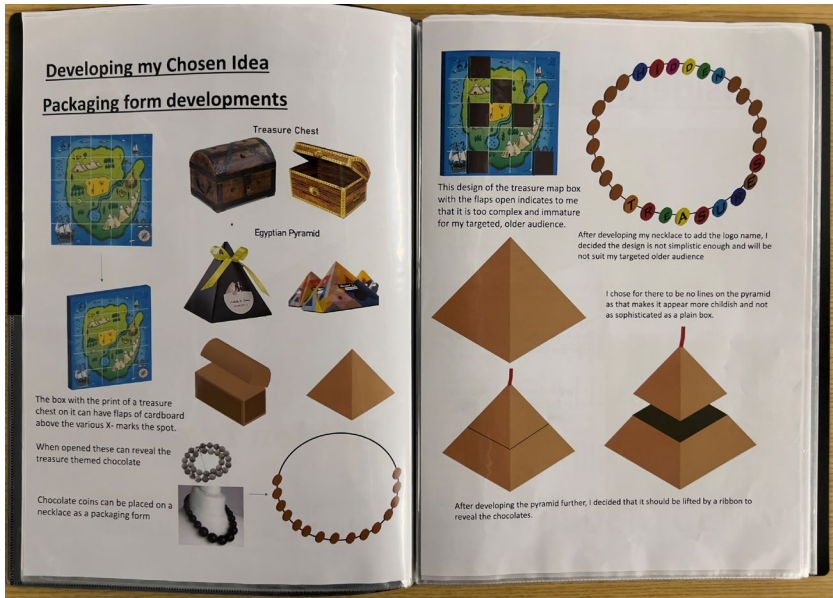
Point of Sale Display Initial Model











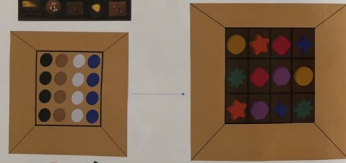


## Chocolates in the Box



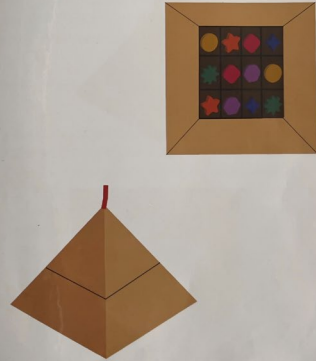
The best and easiest way to present my chocolates inside the pyramid will be to arrange them like this.

This way of arrangement is also used for many luxury brands of chocolate and conveys wealth and opulence.

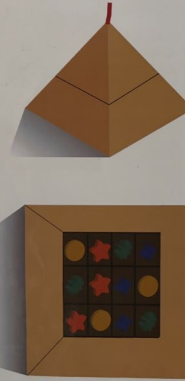


As well as changing the chocolate placement and adding the new chocolate forms, I also changed the colour of the green and yellow chocolates to a darker shade. I did this as I believed the brighter shades made the chocolates look more childish and not appealing to my target audience.

## Final Chocolate Box Open and Closed



## Final Chocolate Box Open and Closed with Shadows



## CADBURY'S DESIGN BRIEF

Cadbury's would like to launch a new chocolate product. They are interested in your final design proposal and would like to see how your design could be adapted to reflect the Cadbury's brand identity, and how this could also be adapted to a promotional box and point of sale display, as part of a wider marketing campaign.

Working method:

- Research how the Cadbury's brand identity has changed over the last 100 years by creating a timeline. Highlight the key visual elements associated with the development of the company's brand identity throughout its evolution.
- Adapt your final full-size chocolate box design to reflect the Cadbury's brand identity, including the key visual elements associated with the brand.
- Design and develop a promotional box holding 1-3 chocolates that responds to the full-size box.
- Design and develop a marketing campaign for your new chocolate product, including a point of sale display in which your promotional products could be arranged.

## The Evolution of Dairy Milk

### 1905 Dairy Milk



After dairy milk came to shops in 1905, the packaging was purple, yellow and red. The vibrant colour of purple is used to entice customer and convey luxury and good quality to the customer because it is associated with wealth. The yellow pattern is providing complex artwork which can make the chocolate more visually compelling to appeal to the customer. The yellow also complements purple and is visually satisfying to the customer. A bold sans serif font has also been used as it is easily legible and represent that the target audience is not the extremely wealthy but Cadbury's middle class good quality.

### 1915 Dairy Milk

In 1915, Cadbury's colour changed to a iconic, dark blue which may be to cause the bold lettering stand out more to the customers and also creating less of a sophisticated impression. The removal of large artwork pattern from 1905 also creates a more simplistic approach which creates more negative space. The minimalist negative space also leaves more of an impression for the customer of the text as there is more space to read it. The new dark blue colour also complements the yellow words and design, which the words 'Dairy Milk' has been removed for major impact and making them stand out. The font has also been changed to serif to create a classic impression causing the customer to feel familiar to it.

### 1925 Dairy Milk

The change from a yellow, beige font and design to gold came in 1925. This change was done in order to create a luxury impression to the customer because gold has major connotations with wealth and even of being a winner- something Cadbury may want to achieve.

### 1940 Dairy Milk

The most noticeable change made after 1940 was the decision of changing the Cadbury font to a thinner, serif font. This may have been done to convey a new era of Cadbury and a step away from traditional time. The Dairy Milk logo spread across the packaging his now placed on a banner in more detail, making it more 3D, this causes the name to stand out to the customer and leave a lasting impression.

### 1950 Dairy Milk



In the 1950's, Cadbury changed their logo from a sans serif font to a handwritten style with less legibility than before. This would have been done by Cadbury to make their packaging differ from other chocolate competitors, causing customers to be inquisitive. The dairy milk trademark logo has also changed drastically, with the logo to be replaced with a serif one and the banner to become two dimensional and less flowing. This may be because the packaging would be too busy with the new logo and the 3D banner, there needed to be visual contrast.

### 1963 Dairy Milk



In the 1960's the colour of the Dairy Milk packaging changed to a lighter tone of blue. This may have been to make the customer feel more comfortable with the softer feeling. The Dairy Milk writing is now placed on a a flat, bow-like block, which may have also been done to provide a neat space for the Cadbury's font to be placed, in order to stand out.

### 1969 Dairy Milk



In 1969, Cadbury integrated white colours into the dairy milk packaging to convey the theme of milk and make it appetising for the customer. The Dairy Milk font has also been changed and made some letters lower case in order to the words softer and blend in with the packaging more. This is emphasised with the smooth shape in which the words are placed in, also creating a gap for the Cadbury's logo to fit making the packaging visually pleasing for the customer. A unique, trademark logo has also been placed on the side of the packaging to leave a lasting impression on the customer and make Dairy Milk recognizable.

### 1982 Dairy Milk



In 1982, Dairy Milk's packaging featured a white box, with new bold writing across the packet. Cadbury featured this white box to contrast the bold dark blue lettering and make it stand out to the customer more. During these times, Cadbury's kept the iconic hand-written logo as it was an integral part of their marketing and even though it's not as well known it.

### 1988 Dairy Milk



In 1988, the colour of Dairy Milk packaging was changed to a more vibrant blue, in order to implement a new change to the packaging, making it stand out on the shelf. The rest of the packaging is largely similar in order to keep the same customers recognising it, in order to recognise it even more noticeable iconic milk falling symbol has been placed on the front.

### 1998 Dairy Milk

In 1998, a photo of the chocolate was placed on the packaging to cause the customer to feel desire to buy it after seeing it. The trademark milk glass image also remained to make the customer feel familiarity to the chocolate packaging. The font was also changed to a serif font in order to add a traditionalistic approach, which could cause the customer to feel emotionally attached to the chocolate, remembering the old packaging.

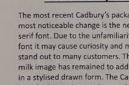


### 2012 Dairy Milk

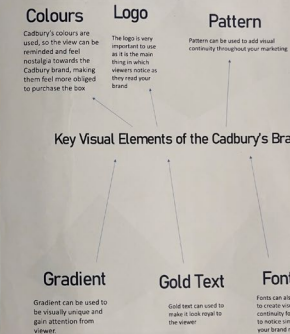


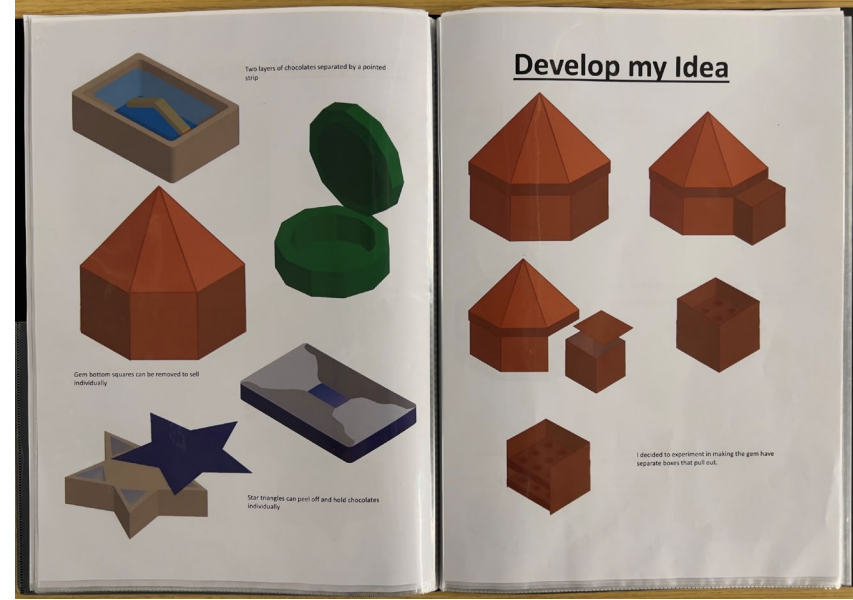
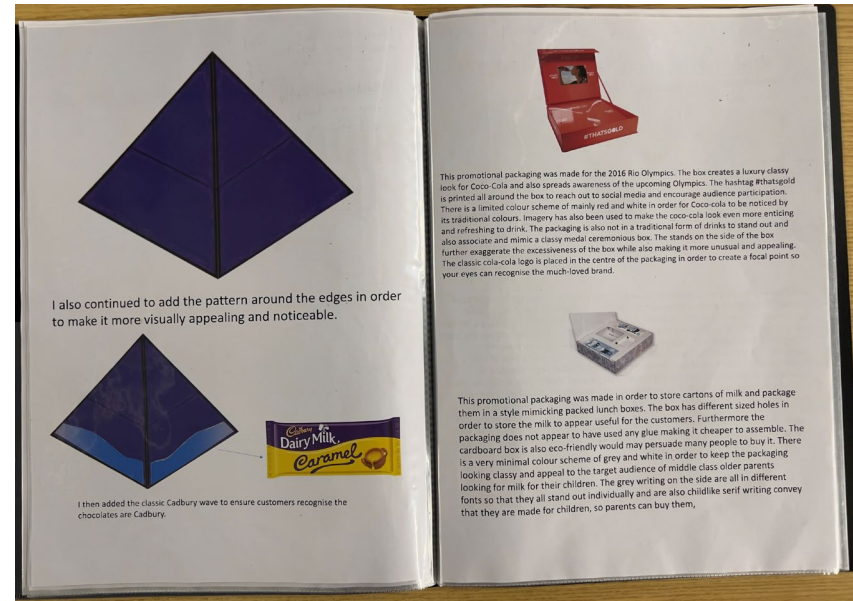
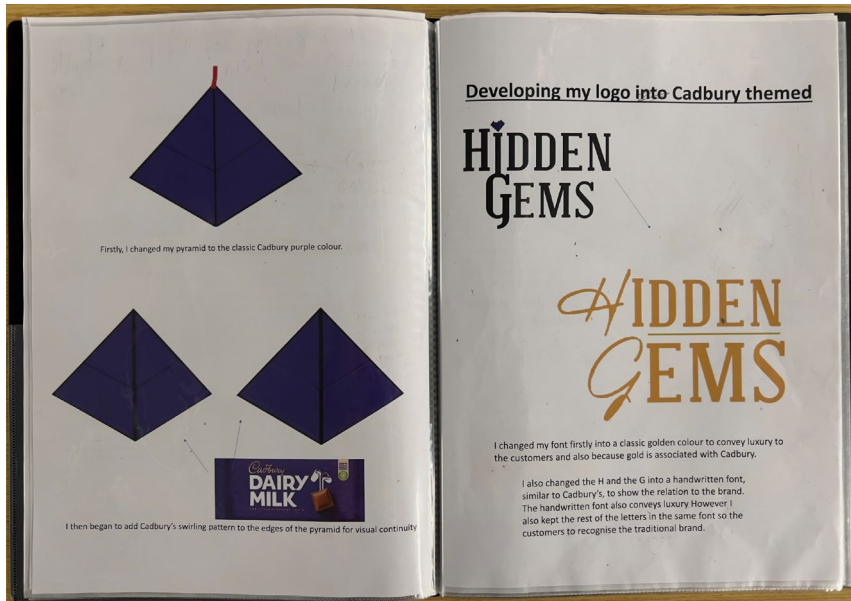
In 2012, a new picture remained on the packaging to show the luxury chocolate inside, which creates a focal point for the customer, wanting to eat the chocolate. The trademark milk glass image also remained to make the customer notice the packaging in Cadbury's, this time the milk is being poured into the milk white coloured serif logo that is bending. The logo is also giving off the effect of splashing milk to capture the eye of the customer. Familiar logo's such as Gaiardo and the Olympics have been placed on the packaging to show support and draw the customer in with well known images. Swirls in the background colour usually emphasise how good their chocolate is and that it melt easily. The swirls also add differences from other chocolate brands, making it stand out.

### 2020 Dairy Milk

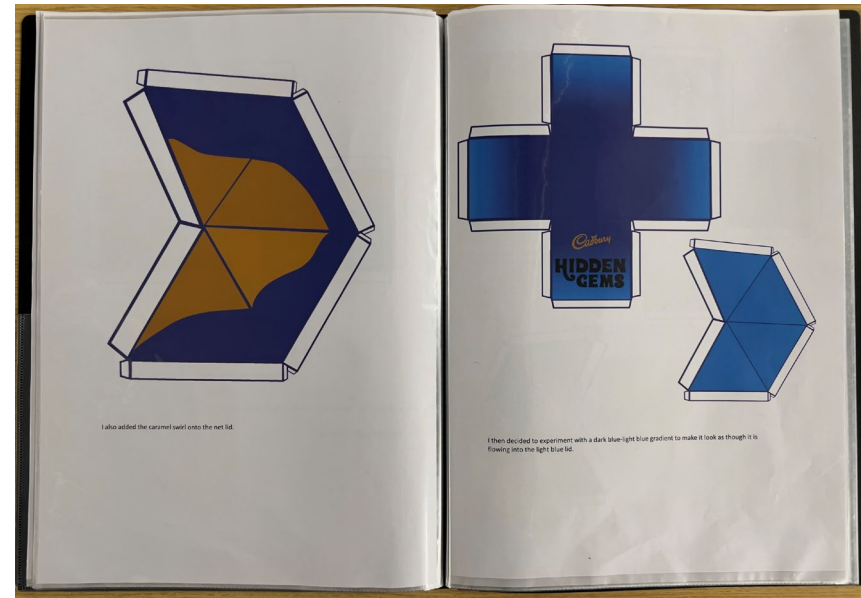
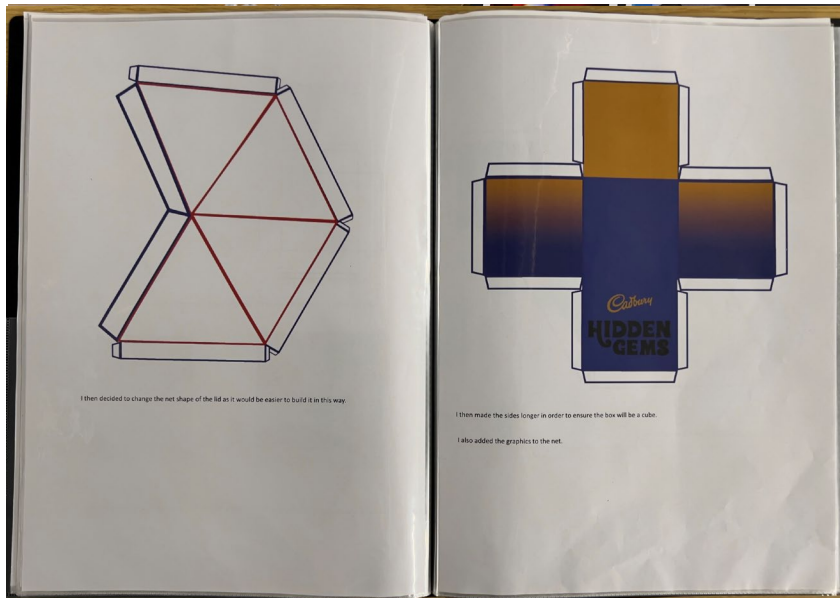
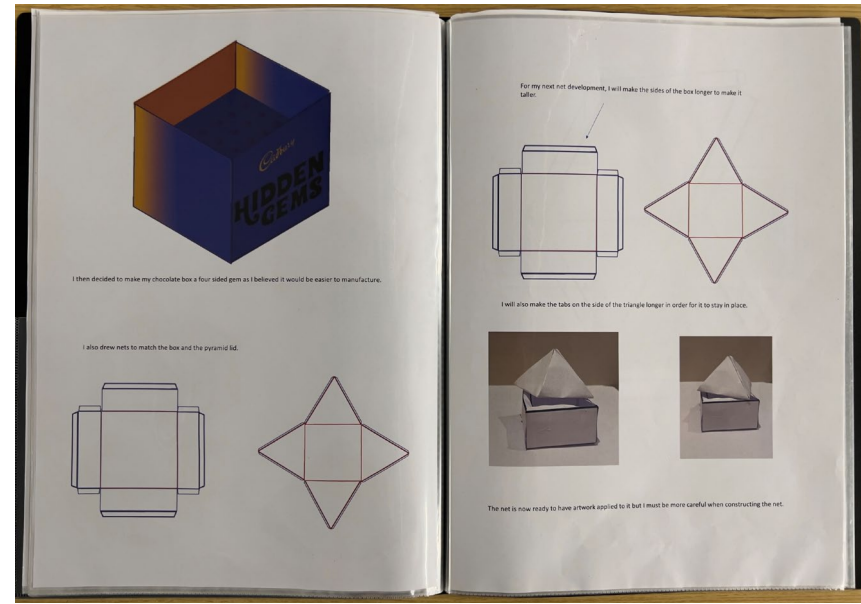
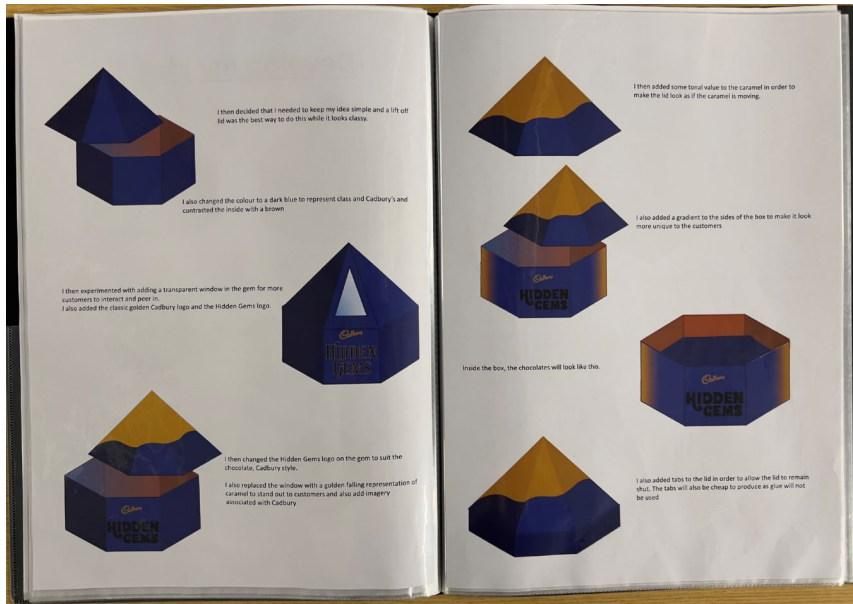


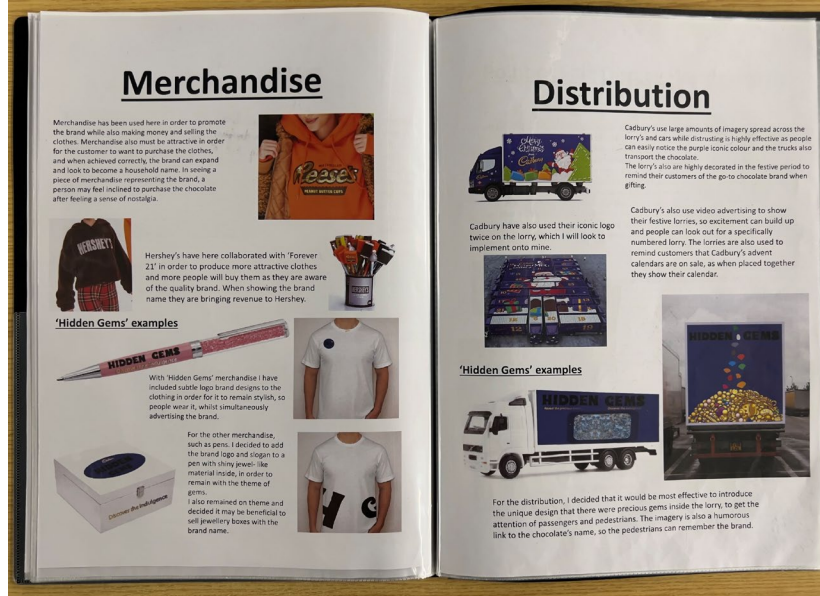
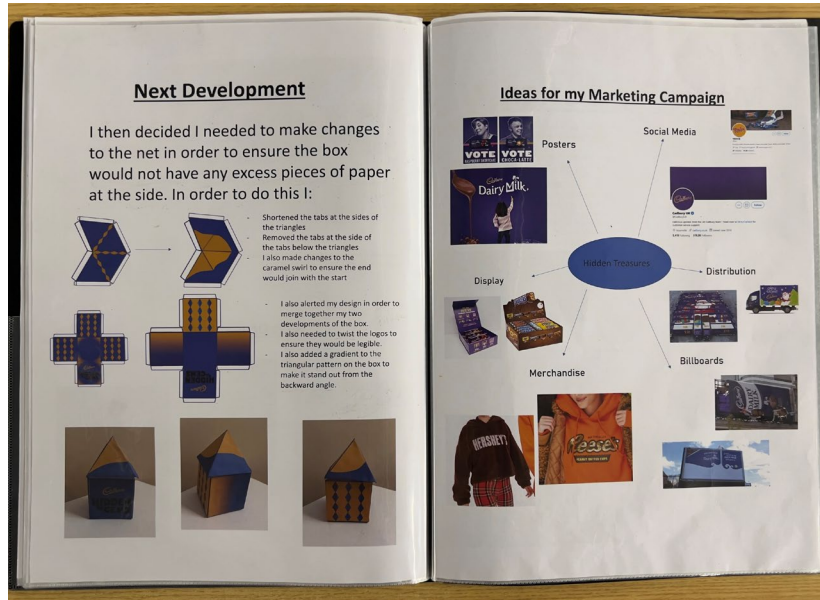
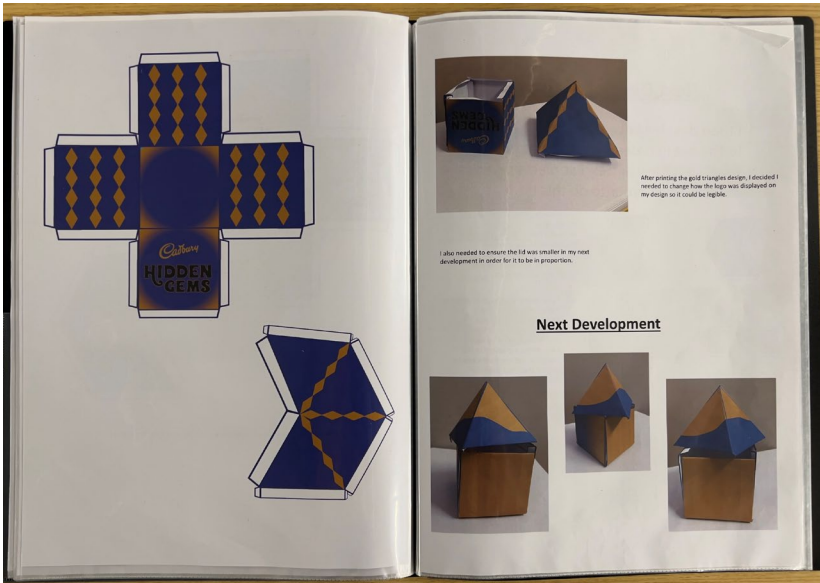
The most recent Cadbury's packaging's most noticeable change is the new sans serif font. Due to the unfamiliarity of this font it may cause curiosity and make it stand out to many customers. The iconic milk image has remained to add familiarity in a stylised drawn form. The Cadbury logo has also been given a glossy golden colour to make it seem top of the range and glitzy to the customer. The background colour also shows a glossy theme with writing showing ingredients. This causes the packaging to shimmer with words in shops and make customers, pick it up and inspect it.













## Display



This display has been manufactured in order to present the chocolate in a classy way, to lure the customer in to purchase it. The traditional Cadbury's colour scheme indicates to the customer that it is Cadbury's brand chocolate. The word 'new' has also been used as it makes the product appeal to the audience as they feel as though they are early and exclusive to try the chocolate. I will also look to use the vibrant colours to grab the customers attention and the slit in the box, which stands the bars up, presents the bars to be easily grabbed. The flap of the box also makes the customer want to open it and find out what was inside.

From this example, I will look to introduce the imagery of the chocolate as it shows the good-looking chocolate.

### 'Hidden Gems' examples

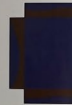


For my 'Hidden Gems' example I used moving chocolate imagery in order to draw in the viewers attention along with classic Cadbury colours.



## Point of Sale Display Development

I decided to make my point of chest sale display 2D as it would be easier to stand and manage. However I would reproduce the shadow effect by using gradients.



I then decided I needed to change to rectangular points of the point of sale display in order to form a shape with pointed edges like a parallelogram. This was to make the point of sale display look like a chest.



I also decided to add a linear gradient on the chest to show a shadow for the top.



## Posters

Posters have been used by Cadbury to increase engagement with their customers. The posters are also used to promote the chocolates, as one of them will be made in the future. This increases excitement for the customers and also makes them actively vote to increase excitement because the public like to be involved in decisions such as these. The engagement will also make the chocolate vote be talked about throughout the public; increasing excitement for when they are sold.

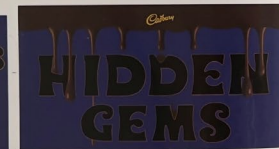
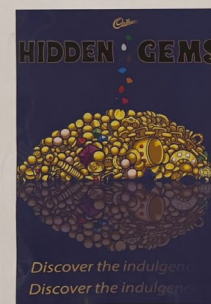


The style of the poster is eye-catching as it is mimicking American style presidential voting posters.



This poster is eye-catching due to its aesthetically pleasing chocolate falling picture. This makes the audience want to purchase the Cadbury Chocolate due to its satisfying looks. Children imagery has also been used to cause the audience to feel reminiscent of eating Dairy Milk as a child. The nostalgic feeling creates the feeling that they want to buy the chocolate for 'old times sake'.

### 'Hidden Gems' examples



For the portrait poster, I have used the repeated imagery of gems falling onto a shiny pile of jewels in order to get the pedestrians attention. I have also ensured that there is not too many images in order to ensure it is not too crowded. I have also included my slogan so pedestrians can recognise my brand.

In the landscape poster, I have taken inspiration from the 'Dairy Milk' poster, and used chocolate falling imagery to gain attention from the pedestrians. I have also based this poster solely on the logo of my brand to ensure that it can be easily seen by the pedestrians.

## Final marketing presentation

