# Component 1 Graphic Communication

## Standard Mark - 45

<table>
<thead>
<tr>
<th>AO1</th>
<th>AO2</th>
<th>AO3</th>
<th>AO4</th>
<th>TOTAL</th>
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<tbody>
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<td>13</td>
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<tr>
<td>Level</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**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
Collage

Physical

Lino and Woodcut Printing

Digital

"But the mind is not 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."

Pearson

Standard Mark - 45
The Curious Incident of the Dog in the Night-Time

By Mark Haddon
To develop, I will change the spine of the book to add the author's name.

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

I will change the author's image to black and white to suit the style of the book cover.

I will incorporate red text to the title and synopsis in order to make them more legible.

Fifth Fitting

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

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

Sixth Fitting

Forth Fitting

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

I will also change the book title on the spine to add in order to match the front cover book title.
Point of Sale Display Research

Point of Sale Display Initial Ideas

Chosen Idea

Standard Mark - 45
Point of Sale Display Initial Model

Chocolate Packaging Design Project
**Chocolates in the Box**

The first and second rows of chocolates inside the pyramid are in the shape of a heart. This way of arranging chocolates is also used for many Valentine’s Day gift sets.

**Final Chocolate Box Open and Closed**

The box is designed to open and close in a way that allows for a creative presentation of the chocolates inside. The lid is designed to lift and reveal the chocolates, creating a sense of surprise and anticipation.

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**The Evolution of Dairy Milk**

1905 Dairy Milk

Dairy Milk was first introduced by Cadbury in 1905. It was initially called "Dairy Sauce" and was a milk chocolate bar.

1928 Dairy Milk

In 1928, Dairy Milk was rebranded as "Dairy Milk" and received its iconic green wrapper.

1950 Dairy Milk

By 1950, Dairy Milk had become a household name and was widely recognized for its sweet and creamy taste.

1999 Dairy Milk

In 1999, Cadbury launched the "Dairy Milk" brand in a new package design, featuring a red and white color scheme and a new logo.

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**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 Cadbury’s brand identity, and how it could also be adapted to a promotional box and point of sale display, as part of a wider marketing campaign.

**Working Method:**

1. 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.
2. Adapt your final full-size chocolate box design to reflect Cadbury’s brand identity, including the key visual elements associated with the brand.
3. Design and develop a promotional box holding 1:1 chocolate that responds to the full-size box.
4. Design and develop a marketing campaign for your new chocolate product, including a vision of sales display in which your promotional products could be arranged.

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**Colours**

- **Logo:** Cadbury’s iconic green logo, which represents freshness and quality.
- **Pattern:** A simple, repetitive pattern in white that complements the logo.

**Key Visual Elements of the Cadbury's Brand**

- **Gradient:** A gold gradient for a luxurious feel.
- **Gold Text:** Cadbury’s name and brand in gold, adding a touch of elegance.
- **Fonts:** A classic serif font for a timeless look.
Developing my logo into Cadbury themed

HIDDEN GEMS

I also continued to add the pattern around the edges in order to make it more visually appealing and attractive.

Promotional Packaging Initial Ideas

Develop my Idea

This brochure promotion packaging is designed to make consumers see the high end and upmarket. The packaging needs to be all about the ten icons and the warm tones to speak to the consumers of their high quality and high taste. I have included the ten icons to show what is inside the packaging and to make sure that the customers are made aware of the product inside the packaging.

The white and golden design and packaging creates a warm tone and feel to the product. The golden tone is a symbol of luxury and prestige and the white tone is a symbol of purity and cleanliness. The packaging also includes a small tag that has the product name and a QR code for more information. The packaging is made of high quality materials and is eco-friendly. The product is also designed to be easily customizable and can be designed to fit the needs of the product.

The packaging is also designed to be easy to open and close, and is made of high quality materials that are durable and long-lasting. The packaging also includes a small tag that has the product name and a QR code for more information. The packaging is made of high quality materials and is eco-friendly. The product is also designed to be easily customizable and can be designed to fit the needs of the product.

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Standard Mark - 45
Next Development

I then decided I needed to make changes to the net in order to ensure the box would not have any excess pieces of paper at the side. In order to do this:

Marketing Design

Billboards

Merchandise

Distribution

Ideas for my Marketing Campaign

Next Development

Marketing Design

Billboards

Merchandise

Distribution

Marketing Design

Billboards

Merchandise

Distribution
Display

This display has been manufactured in order to present the chocolate in a way that will make the customer stop and purchase it. The Traditional Cadbury's interior scheme reflects the customers' trust in Cadbury's brand. The next step has also been used as it makes the product appeal in the position as they fall as things they are easy to see and are of the chocolate, and also look at this colour scheme to give the customer a strong appetite for the product. The display is made in order to present the box to be easily grabbed. The type of the box also makes the customer want to open it and that is what was intended.

Hidden Gems' examples

For my Hidden Gems' example I used existing chocolate images in order to draw in the customer's attention and sell existing Cadbury chocolate.

Point of Sale Display Development

I decided to try my point of view, this shape (B) grid would be easy to stand and manage. However I should consider the theme of play for using products.

Hidden Gems' examples

I also decided to use here paper on the base of paper for the top.

Posters

Posters have been used by Cadbury to promote engagement with their customers. The selection of the visual is used to promote the chocolate, to make it more appealing to the customers, and also make thick, thick lines to be more prominent. The poster line has involved in decision-making as shown. The engagement will also used to show the chocolate even can be taken about the products in the stores and where they are sold.

Hidden Gems' examples

This poster is in watching so if it is a forming point as the change of the chocolate for the customer. The theme is used to promote the chocolate due to its forming features. The theme is in order to be present. The poster is in order to be present. The theme is used to promote the chocolate due to its forming features. The theme is in order to be present. The poster is in order to be present.