

Component 1: Graphic Communication

Standard Mark: 50

Performance Levels 4/5: Competent and Consistent/Confident and Assured

	AO1	AO2	AO3	AO4
Mark	12	13	12	13
Performance Level	4	5	4	5
	Fully competent and consistent ability	Just confident and assured ability	Fully competent and consistent ability	Just confident and assured ability

Keywords from the taxonomy: **Comprehensive, Focused**

Moderator Commentary

This Graphic Communication Component 1 submission consists of two A4 poly-folders: one project to design a point-of-sale display for a new chocolate bar, and a further project to re-design an existing book cover. Images of the work selected here reflect the characteristics of work that falls between Performance Levels 4 and 5 Competent and Consistent and Confident and Assured, achieving a mark of 50/72.

The candidate responds to a Cadbury chocolate design brief by creating a point-of-sale display skilfully using Adobe Photoshop and Illustrator as creative recording and refining tools. Drawing on an electricity theme, they thoughtfully research existing logos and develop their own concept name 'Bytez' and create a series of logos and packaging in purple and gold, inspired by Cadbury's own branding. The final confident design features battery boxes for the imagined battery-shaped chocolates and a three-sided display with pylons, power lines, and lightning flashes, targeting younger consumers interested in storms and electricity.

Within the second project, the candidate focuses on the creative process of re-designing the cover of American thriller novelist Dan Brown's, 'The Da Vinci Code'. They purposefully analyse the original design, creating their own visual interpretations, and thoughtfully annotate: "The Illustrator added silhouettes to relate to different characters in the book. The tone is also important as it is used to create a sense of pictorial depth.

Moderator Commentary

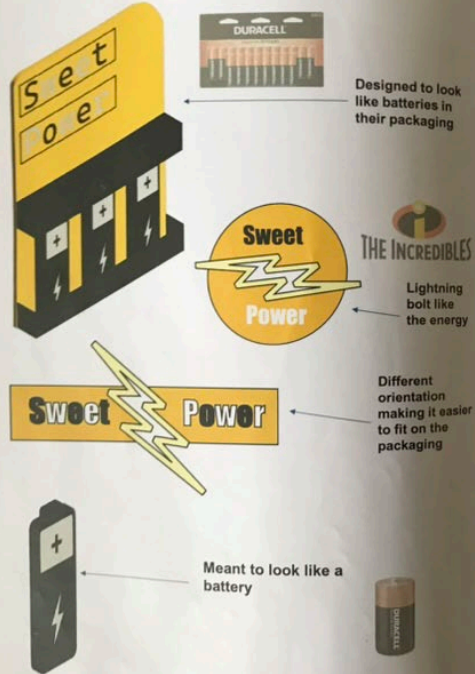
A comprehensive series of photographs, drawings in pen and ink, various physical and digital collages, Lino prints and laser cut imagery are used to refine ideas and experiment with appropriate media. They produce convincing book cover trials and a final three-dimensional display featuring faux marble steps, a barred door, and the final book mock-up.

Throughout the submission, the candidate demonstrates a focused approach to research and development, effectively integrating traditional and digital media to explore creative possibilities. The candidate's awareness of contemporary design practices and a capacity for reflective analysis, reflects a growing confidence in their ability to communicate visual design ideas with clarity and originality.

For the submission to move more securely within Performance Level 5, Confident and Assured, the candidate could demonstrate greater evidence of risk-taking within the recording of observations and insights to develop a more perceptive submission of work.



Initial Idea 5 - Electronics



Chosen Idea Development:

Product Name + Logo

Product Name

Current Product Name:

-Sweet Power

List of Ideas for a New

Product Name:

- DigChoc
 - E-delights
 - Pulses
 - NanoNibbles
 - Electrophoria
 - SweetTech
 - ChocoBytes
- I decided that my two favourite ideas were 'E-delights' and 'ChocoBytes.' I liked 'ChocoBytes' as the play on words with 'Byte' the technology related term being used as the term 'Bite' makes the name more interesting. Additionally, I liked the name 'E-delights' as I thought it made the product sound quite professional and like a real chocolate brand.

Final Decision for Product

Name:

-Bytez
I ended up deciding to shorten the name to make it catchier and I changed the 's' at the end of ChocoBytes to a 'z' as I felt it helped to communicate the electrical theme of the chocolate brand.

Product Logo - Idea 1

For my first idea I decided to try something very simple as I realized a number of very famous logos just an image or initial of the brand name, for example:



Twitter Logo



McDonald's Logo



My first idea for a logo was to use just the logo name itself but add lightning and change the text so that it continued the electrical theme, however, I did not think it was bold enough nor did it express the idea of a chocolate brand.

To make the logo stand out more and introduce the idea of chocolate to it, I tried to add a shadow which seemed to be almost made of chocolate, however, I felt the legibility was still not very good.



Product Logo



As the legibility of the logo was not very good, I designed a new 'z' and 'b.' Also, as the 't' and 'y' were a lot longer than every other letter, they led the customer's eyes of the logo, so I tried to counter this by designing a box around the logo.

Continuing the idea of a box to enclose the logo, I tried to make the box a bit neater and fit better around the logo.



Trying something different whilst still using the idea of a box I made an almost web around the logo. However, I didn't really like this logo at all.

Product Logo



Even so, I much preferred the earlier idea with the lightning bolts coming out the top of the letters so I tried putting a circle around it instead.



I realized that I could incorporate a battery into the idea by using it as the box around the logo. I decided I really liked this idea, and it is my final design.

I also tried changing how the text looked to make it more legible and also making the 't' and 'y' stay close to the main text so as to not lead the customers eyes of the logo.



Product Logo



I then looked at a number of different electrical companies logos and tried to use them to influence some different ideas.



I noticed that some companies had incorporated a cable into their logo so I tried this with two of my designs



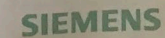
I then tried using a battery in my logo again similar to one of my initial idea but I didn't really like it

Product Logo



After looking at more electrical company logos, I realized that most of them just used very simple, bold text and then something to frame the text.

I tried switching the stroke and the fill on the battery frame.



Then I tried doing a negative space logo.

Packaging – Open and Closed



Net
development for
packaging

Final Chocolates + Logo



Packaging Development in line
with Cadbury Brand



For the final packaging with the Cadbury development, I used the Cadbury hex code colours for the fill and stroke on the packaging although I darkened them both a bit as they were to bright otherwise, I thought. I also added a subtle gradient on the packaging itself rather than just the logo as many Cadbury pieces of packaging use a gradient.

Cadbury's Brand Development Timeline



1850s:
 -More continuity between different pieces of packaging from the same brands- they are starting to develop their own brand identity with their own signature colours: the purple and gold



1990s:
 -There is more use of promotional packaging with other brands
 -The designs for the packaging are a lot simpler and don't use as much text or design



1960s:
 -We begin to see how Cadbury's are experimenting with how they present their product



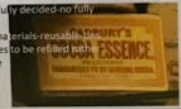
2000s-2010s:
 -A lot of more modern designs are being used- a lot more vibrant and stand out better
 -More continued theme of colors same for different pieces of packaging
 -Use of big national/international events to theme packaging- more promotional packaging e.g.



Cadbury's Brand Development Timeline



Victorian:
 -Limited colour palettes as the more colors there are the more expensive the packaging is- this was due to different colours having to be imported from other places making the cost rise
 -Several different logo ideas- not fully established brand
 -All sorts of different packaging materials- reusable and boxes could be taken to stores to be refilled rather than getting a new box each time



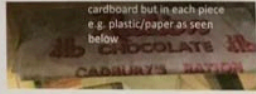
1930s:
 -We can see how the popularity of the Cadbury brand is rising as they are doing collaborations with other famous brands e.g. Vogue
 -We can still see little brand identity in that the packaging is all sorts of different colour and no logo is still fully established as their main one

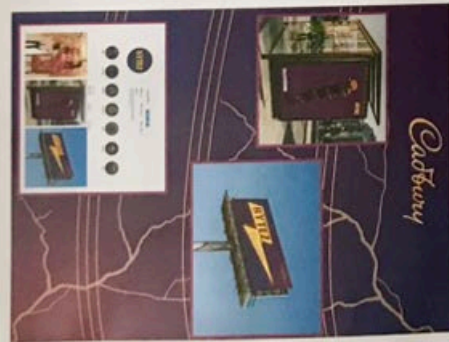
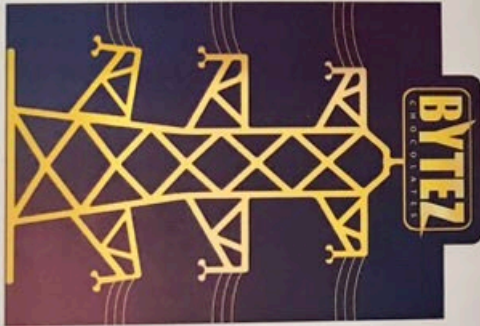


Edwardian:
 -The packaging is a lot more complicated in terms of design e.g. more colors, more pictures etc.
 -There is still little brand identity as they do not use signature colours



1940s:
 -Due to the war packaging starts to become a bit simpler again- they are focused on ration packs etc.
 -That meant packaging was a lot cheaper to make and would not even necessarily use harder materials like cardboard but in each piece e.g. plastic/paper as seen below





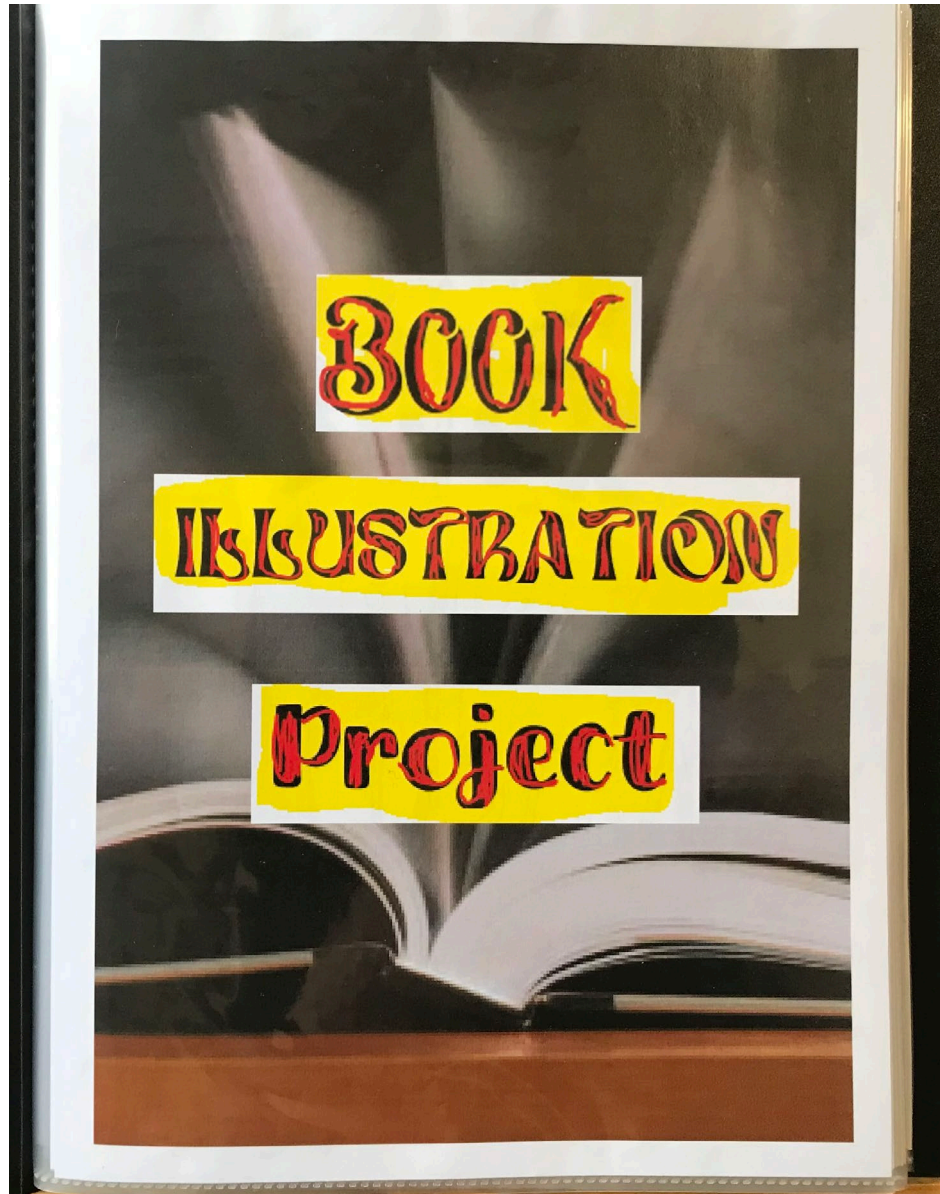
Photographic Roll

Analysis of Final Point of Display after construction



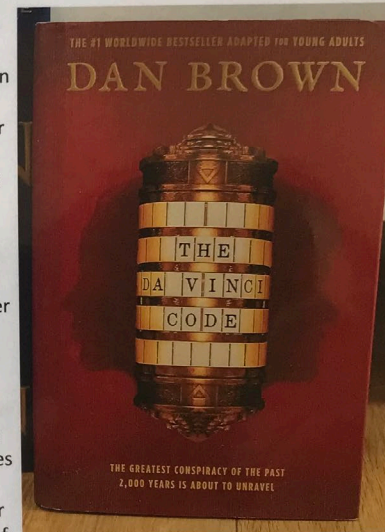
This is the new Cadbury's product Bytez; it is an electricity themed product which is aimed at a younger target audience who may be interested or excited by the idea of lighting and storms. The packaging has been made in a way that it is quite small and easy to hold for somebody of a younger age and some of the sharper corners have also been rounded off so as to protect the younger customers. It reflects the Cadbury's brand identity through the use of the purple and goldy-yellow whilst also reflecting it's own brand idea through the theme of lightning and batteries. In the logo, the letters form lightning bolts presenting the idea of energy and the packaging and chocolates are battery themed taking inspiration from famous battery producing brands such as Duracell and energizer. The point of sale display really continues this theme of electricity through the packaging hanging of the points of a pylon or powerline and the lighting tuning across the whole board. Overall, The new Cadbury's product is exciting and fun, representing the Cadbury's brand whilst also creating it's own brand identity.



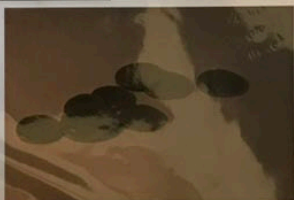
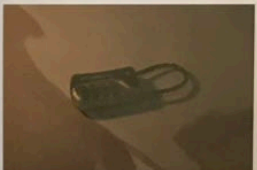
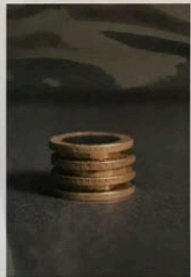
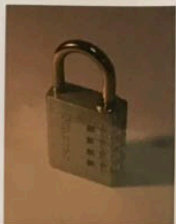
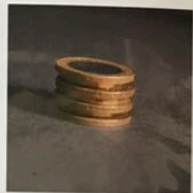


Book Cover Analysis

Similar, to the other book cover I analysed, the first thing I noticed was the image of the lock. The shadows that come out of either side of the centre image create a more interesting illustration and make it a mixed media as the lock is realistic, but the shadows are stylised. The illustrator added the silhouettes to relate to different characters in the book and seem as if they are part of the cover. Once again, like the other book cover the composition of this cover is very symmetrical and follows all the rules of a grid structure for the title, author's name and image. Interestingly, the typography of the book title is integrated into the image of this cover making it feel as if the title is the Davinci code. The typography is all serif although the author's name appears to be more stylised and the title is computer made. The most important formal elements in this cover are shape, colour, texture and tone. The shape is mostly symmetrical although it is partially stylised. The colour in the image just like the las tone contrasts as the bright whites of the image stand out against the dark red background; the texture in this cover is very important as it creates a feeling of wear and tear to the material of the book as it looks faded and the illustrator may have used a canvas material when making the front cover making it look old relating to the long history of what the book is about. The tone is also quite important as it is used to create a sense of pictorial depth where the shadows are on the book cover.



First Hand Images



Key Quotes Research

The participants took a step inward and knelt.

'You seek the orb that ought be on his tomb.'

'You are holding the key to two thousand years of history.'

The mountainous silhouette of his attacker stared through the iron bars.

Saunière had created a life-sized replica of Leonardo da Vinci's most famous sketch.

'Everyone in the room was wearing a mask.'

'Then, stripping off his robe, he reached again for the Discipline.'

'Sophie snatched the key from behind the painting and slipped it deep in her pocket.'

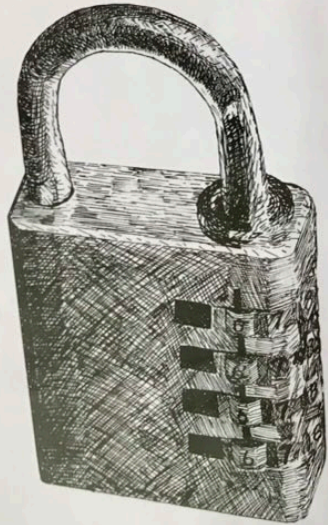
Stepping from the shadows, Rémy marched into the circular chamber.

Pen and Ink Research and Analysis



This drawing is very effective as it uses stippling to capture the rounded form and subtle tonal differences of the key, in particular the use of a gradient to add the idea of shadows to the key particularly enhances this. The artist created the gradient using a varying concentration of dots making the more concentrated parts darker and the less concentrated parts lighter. The artist also uses a varying concentration in dots to highlight certain areas and the material that the key would be made of which would be metal, for example, where we see areas with very little dots this may have been done by the artists to make evident places where the metal is catching the light and shining or glinting.

Pen and Ink Cross-hatching
Drawing



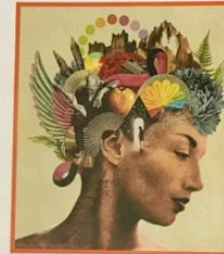
Physical Collage Analysis



In this image, we can see the combined images of a woman and a waterfall which is aligned in a position that allows it to resemble part of her face. Furthermore, the artist John Stezaker has used different types of paper to create this image with the waterfall appearing to be on an older more worn piece of paper and the image of the woman being crisper and clearer.

Additionally, by making the waterfall, which is presented as chaotic and messy, resemble part of the woman's head, which is presented as neat; the artists may have been trying to juxtapose the two things implying that the waterfall is almost an embodiment of what is going on inside the woman's head and how not everything is on the outside.

Digital Collage Analysis



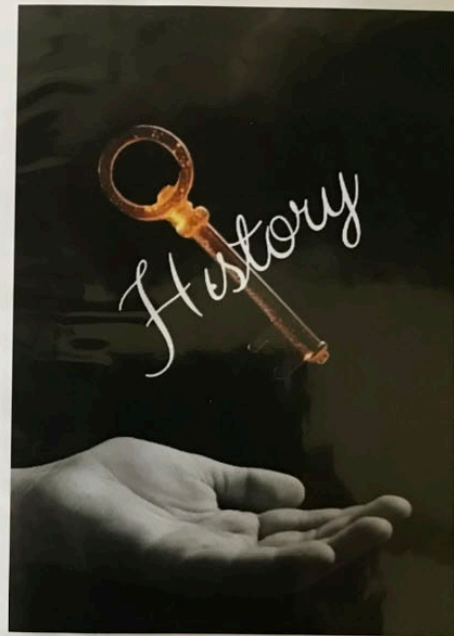
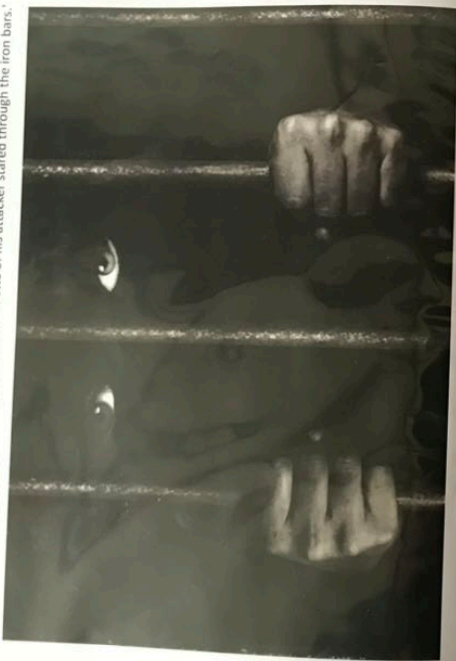
In this image the first thing that I am drawn to is the person who appears to be either opening or closing a door, this could be the artist trying to put across to the audience the idea of the mind opening doors in life. Furthermore, we can see an array of different images coming out of the person's head which have been carefully placed using precise layering to possibly resemble the hair on the person's head or what they are thinking about; this is especially indicated by the way that a man reading a book is placed in the image which could be implying that the mind is like a book to read. This also helps to show that this is a digital piece as the level of layering precision and clarity of the images could not be done by hand.

Narrative Pen and Ink Quote Illustration



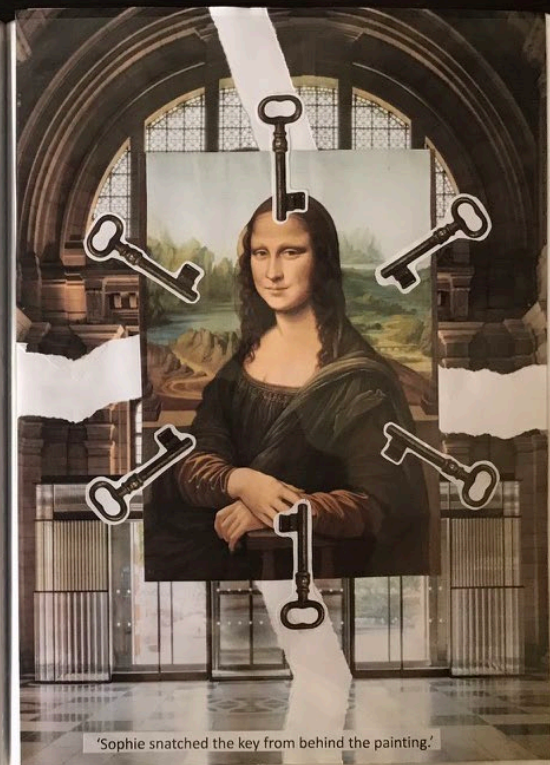
"everyone wears a mask"

Digital Collage 1- 'The mountainous silhouette of his attacker stared through the iron bars.'

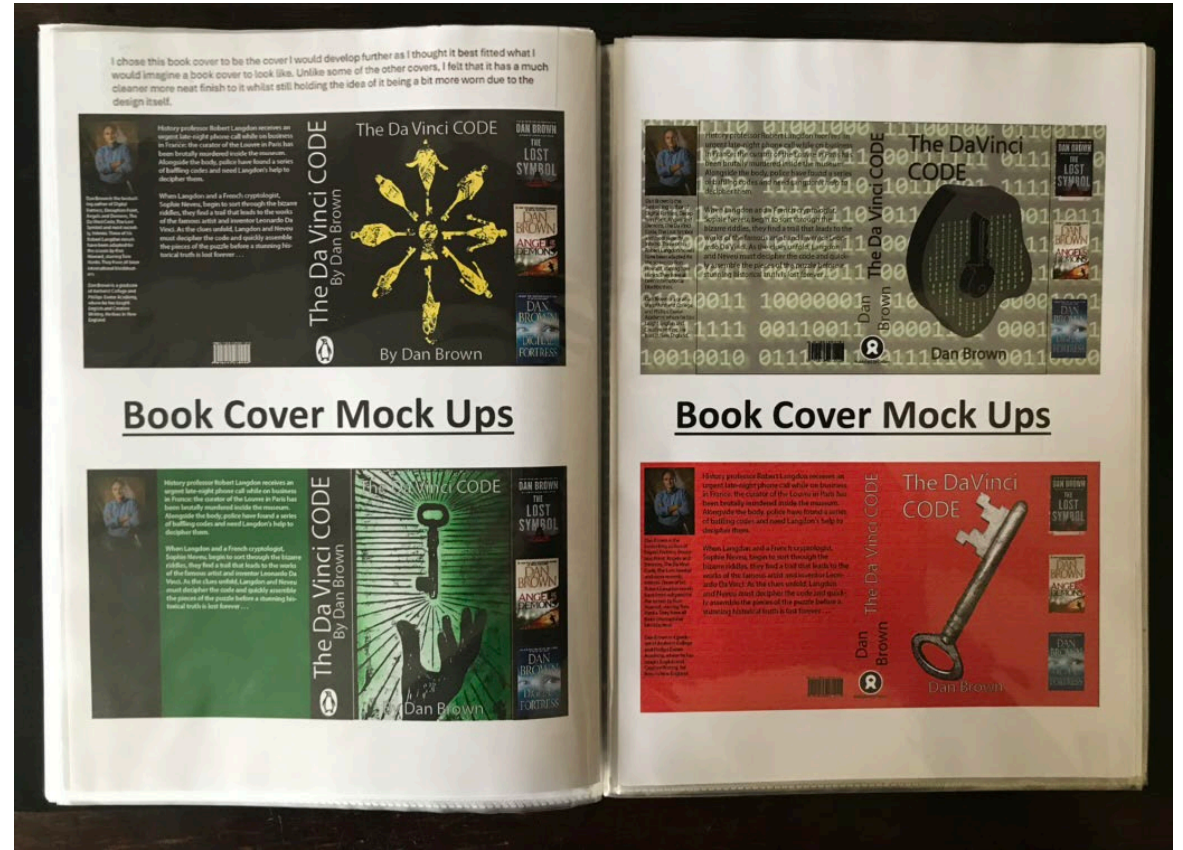


'You are holding the key to two thousand years of history.'

Digital Collage-'Stripping off his robe, he reached again for the discipline.'

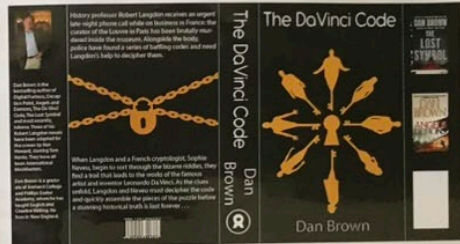


'Sophie snatched the key from behind the painting.'

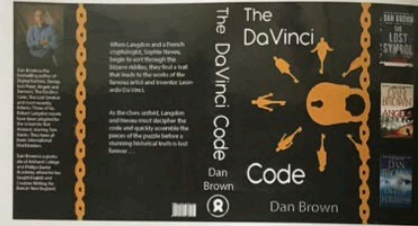
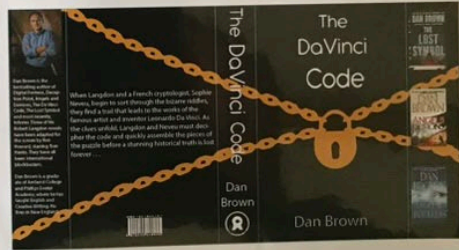




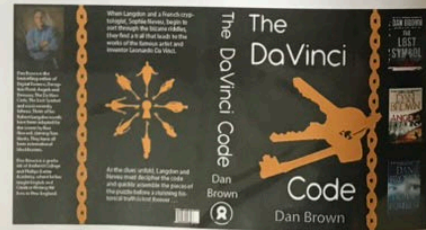
Development of Back of Book Cover
Laser Cut



Two Developed Mock Ups

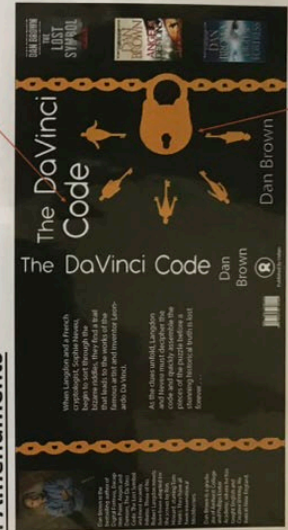


Two Final Designs Ready to Laser Cut



Final Laser Cut Design
with Amendments

Moved the word 'code' to the top so that the title read better



Moved the lock and people downwards so as to fill up negative space

Point of Sale Display Research



My first reason for thinking this is the most successful point of sale display is due to its size; this would make it very noticeable even from the other side of a shop, drawing people to it. Another reason that I believe this is the most successful is due to visual continuity, the theme of red continues from the product which is the traditionally red coca cola bottles to the display itself and the way that the angle of the display is slightly towards the centre helps to make the audience look towards the product rather than just noticing the large truck. Furthermore, the piece is successful as it makes it very easy for any people interested to pick up a product. The way that there are several different levels makes it so that people of all ages can pick one up including children who may pick it up without their parents noticing leading to the possibly buying it even though they weren't planning on doing so when they entered the shop. Finally, the material which is cardboard looks like it could be a fold out meaning that it would be very easy to transport as you could just fold it down and then put it back up again when you want to.

Point of Sale Display Research



First Idea for Point-of-Sale Design



(When I have exported the pieces to put them on powerpoint they always look a lot darker than they do on photoshop, this applies for also point-of-sale ideas)

Second Idea for Point-of-Sale Design





