

# Component 1 Graphic Communication

## Standard Mark - 50

	AO1	AO2	AO3	AO4	TOTAL
<b>Mark</b>	12	13	12	13	50
<b>Level</b>	4	5	4	5	
	Fully competent and consistent ability	Just confident and assured ability	Fully competent and consistent ability	Just confident and assured ability	

### Keyword descriptors from the taxonomy:

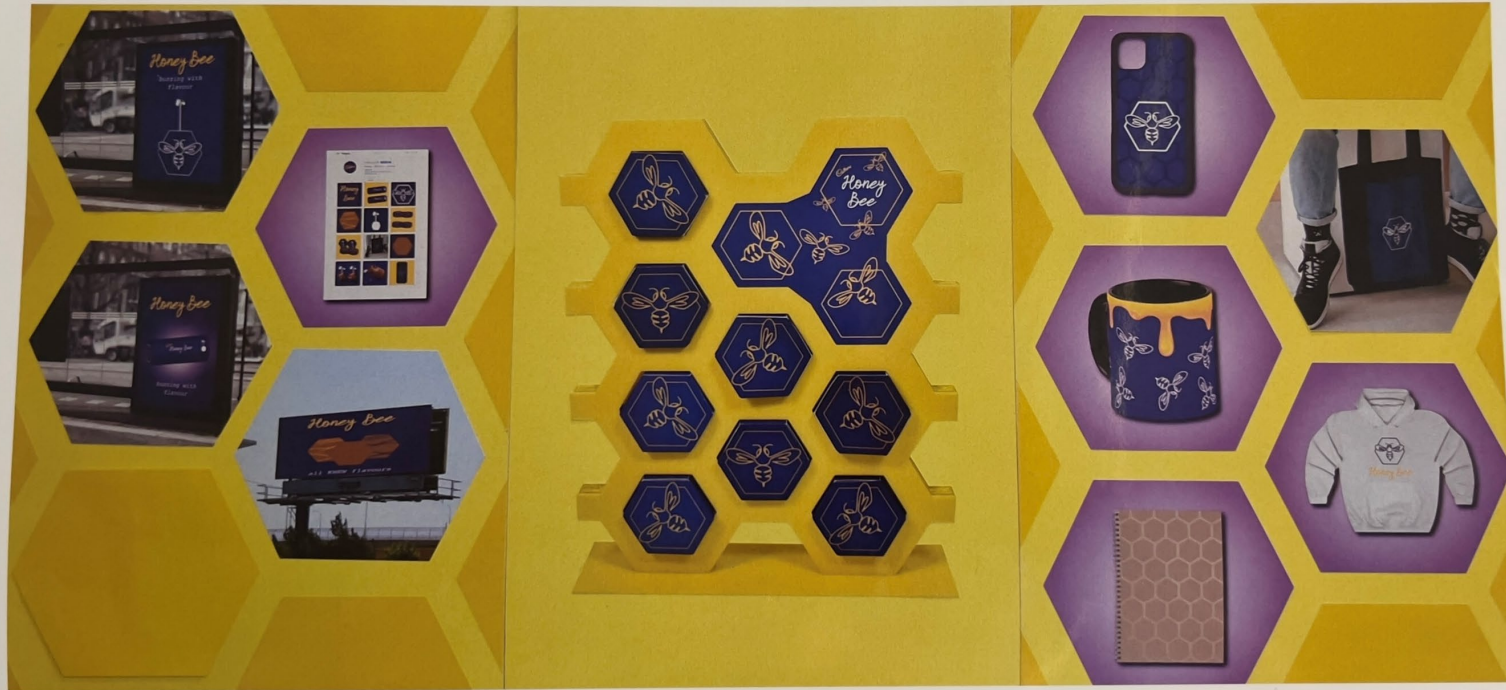
Informed	Skilful
Purposeful	Thoughtful
Secure	Cohesive
Engaged	Resolved

### Examiner comments:

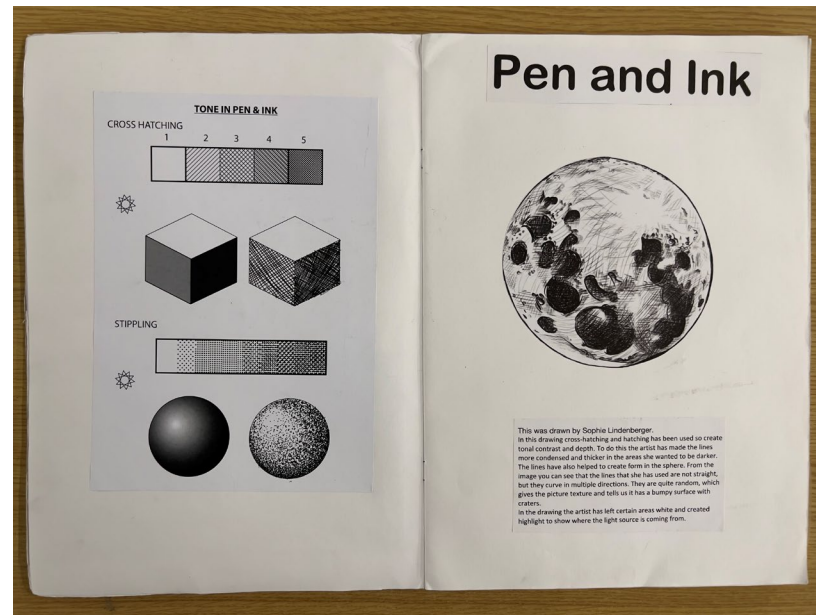
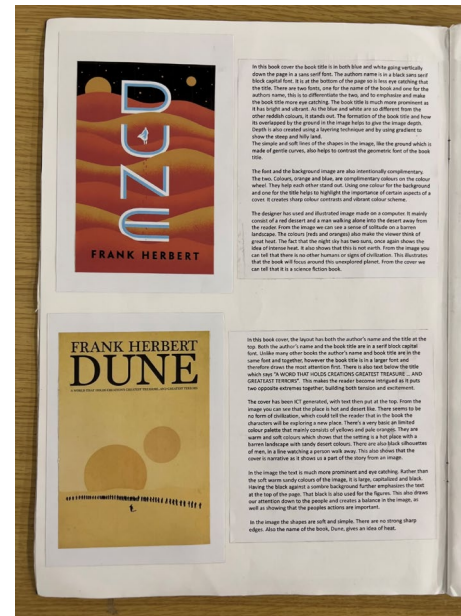
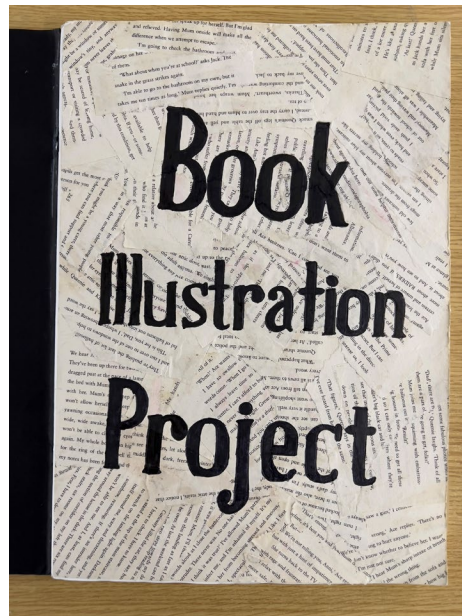
- There is a fully competent and consistent ability to develop ideas through investigations.
- The submission of work is both cohesive and engaged.
- Recording is skilful and the candidate produces handmade collages as well as digital packaging.
- Recording is relevant to intentions and accompanied by thoughtful annotation.
- The candidate's ideas are informed by the work of others.
- Realisations are resolved and demonstrate confident and assured understanding of visual language.
- The candidate has produced a digital illustration of their final point of sale display as well as a three-dimensional model.

Final  
outcome

## Final marketing presentation





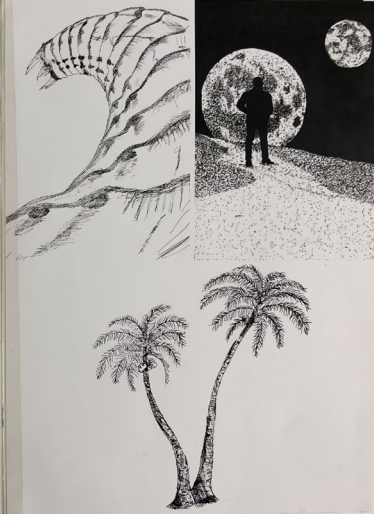
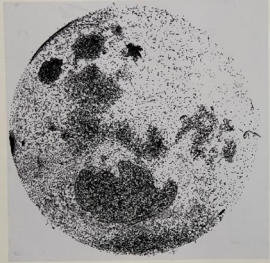


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Standard Mark - 50



## My Stippling Drawing



## Collage



This collage is by Louis Jover. It has been made using a computer. You can tell it was made on a computer as the rock of the Woman blends into the mountain, which could not be created on a physical collage. He has used a mask of a female form over an image of a mountain range. He has also created a focal point on the peak of the mountain as it is in the centre and the brightest point of the image.

In this piece called marriage by Slezaker has used vintage images of old Hollywood stars. He has aligned two separate images to create one new face. While in some places he has made the facial features match, the picture of the female is larger creating imperfections. Slezaker has used his colours to represent the concept of marriage, we can see that he views marriage as the coming together of two people. It represents two people forming a new person. This collage is physical.



## Key Quotes

Arrakis teaches the attitude of the knife - chopping off what's incomplete and saying: 'Now, it's complete because it's ended here.'

Fear is the mind-killer.

Highly organized research is guaranteed to produce nothing new

Power attracts the corruptible. Suspect any who seek it

Hope clouds observation

He who controls the spice controls the universe

I must not fear. Fear is the mind-killer. Fear is the little-death that brings total obliteration. I will face my fear. I will permit it to pass over me and through me. And when it has gone past I will turn the inner eye to see its path. Where the fear has gone there will be nothing. Only I will remain.

There is no real ending

A killer with the manners of a rabbit - this is the most dangerous kind

If you rely only on your eyes, your other senses weaken

Law is the ultimate science

Any road followed precisely to its end leads precisely nowhere

Paradise on my right, Hell on my left and the Angel of Death behind

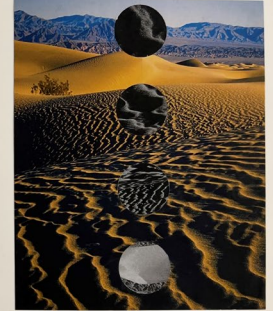
## Physical



"Stared out across the open sand at the distant cliff"



"Arrakis—Dune—Desert Planet"



"The real wealth of a planet is in its landscape"



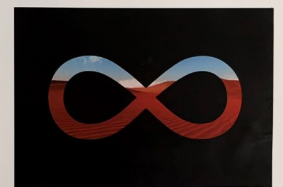
## Digital



"Every available space in the room was crowded with exotic wet-climate plants."



"Arrakis—Dune—Desert Planet"



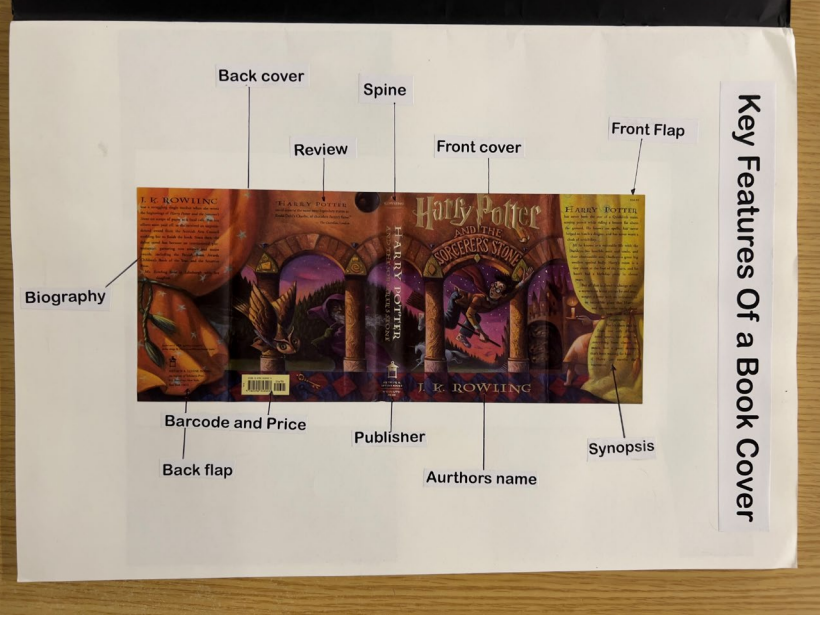
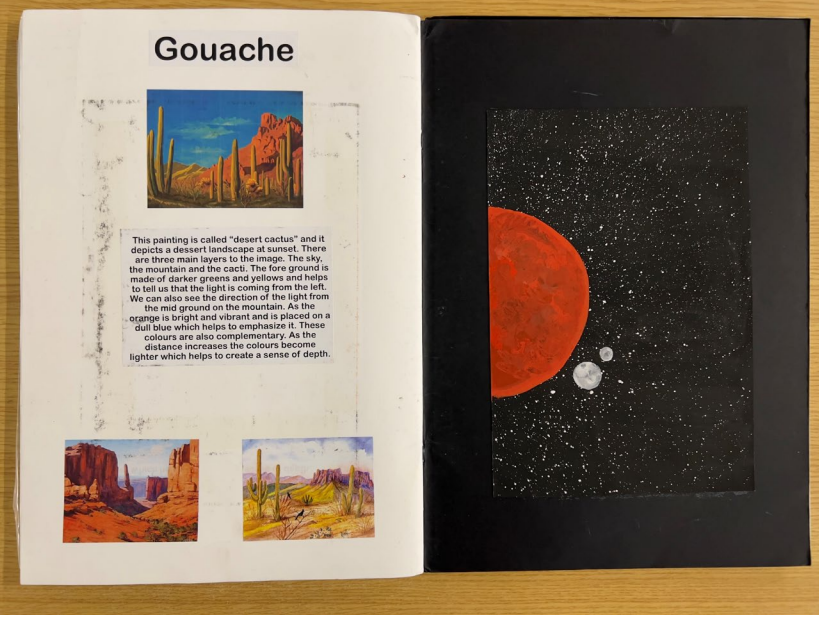
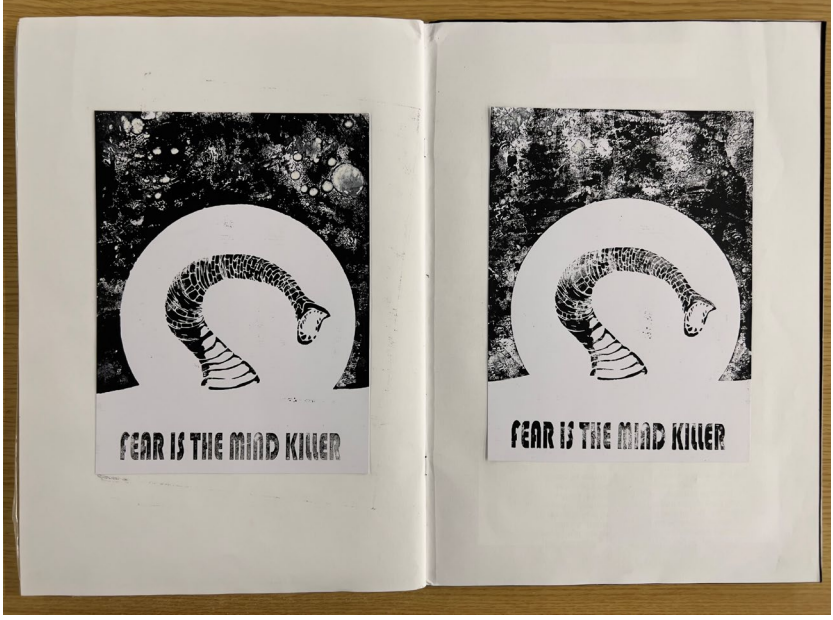
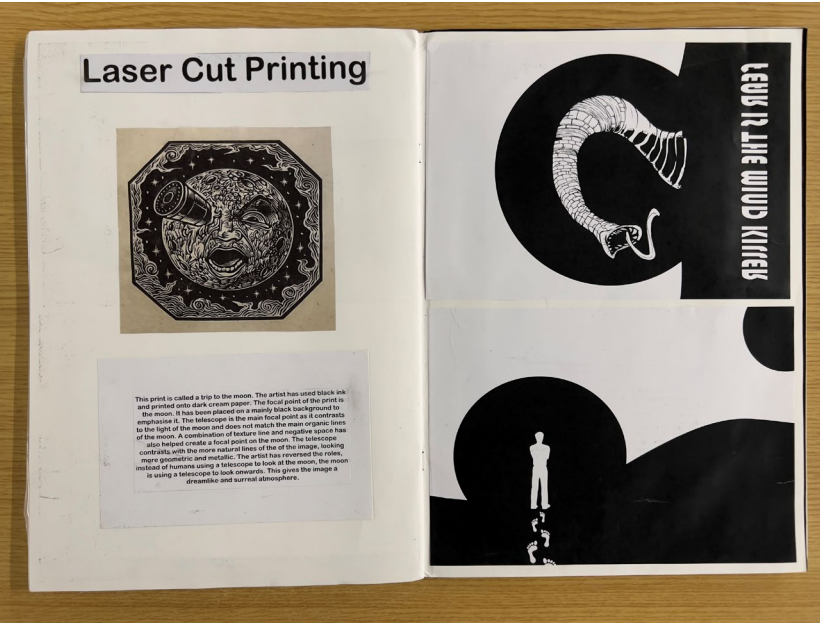
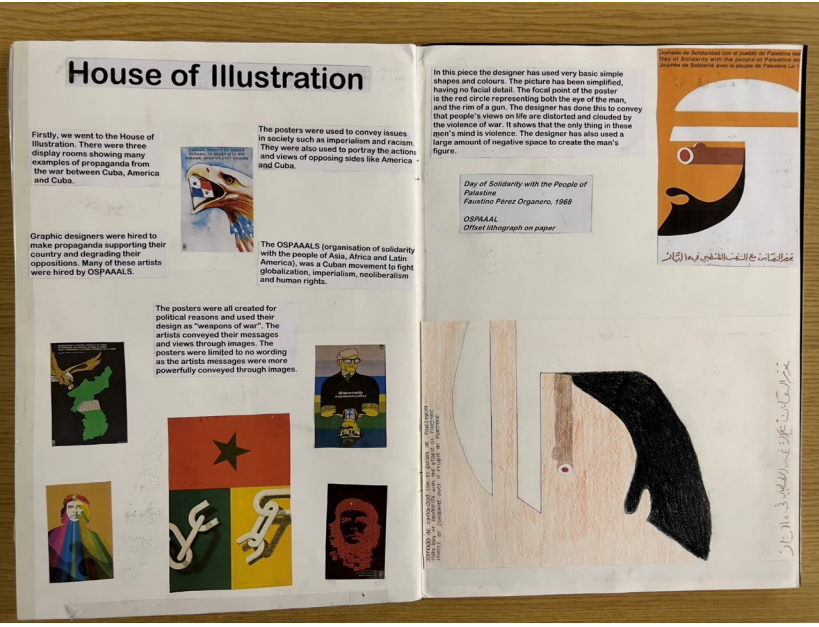
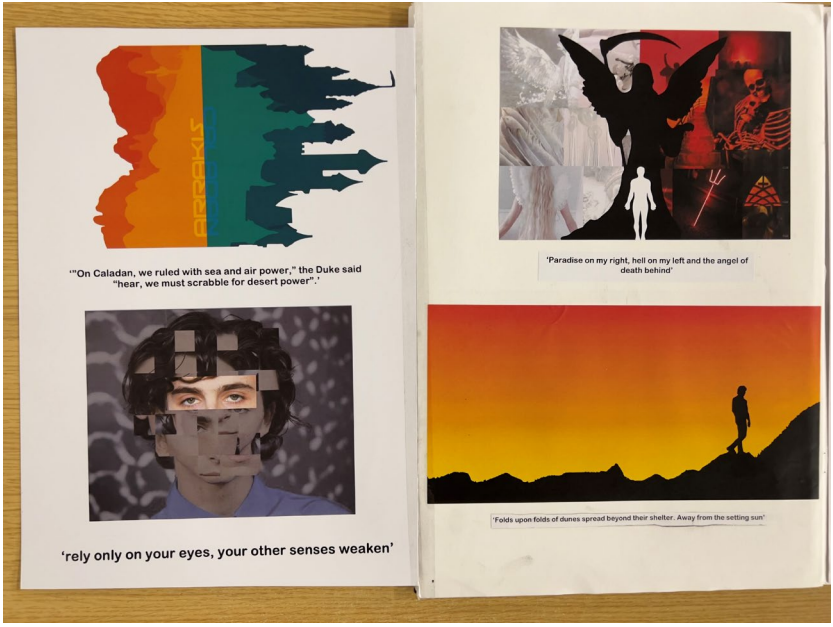
"There is no real ending"



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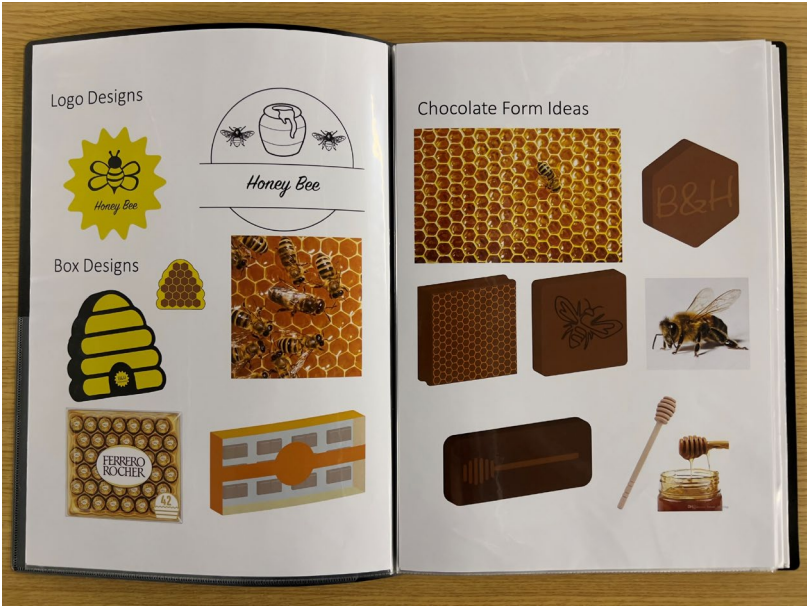
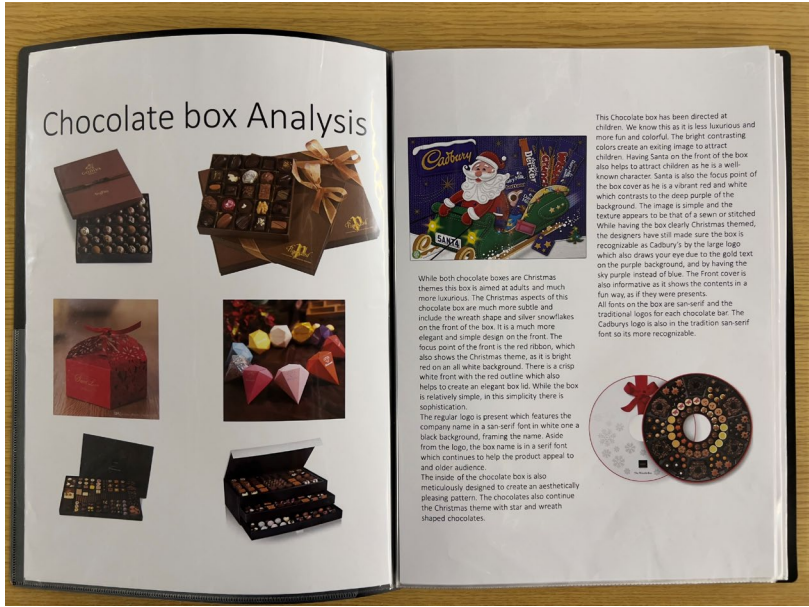
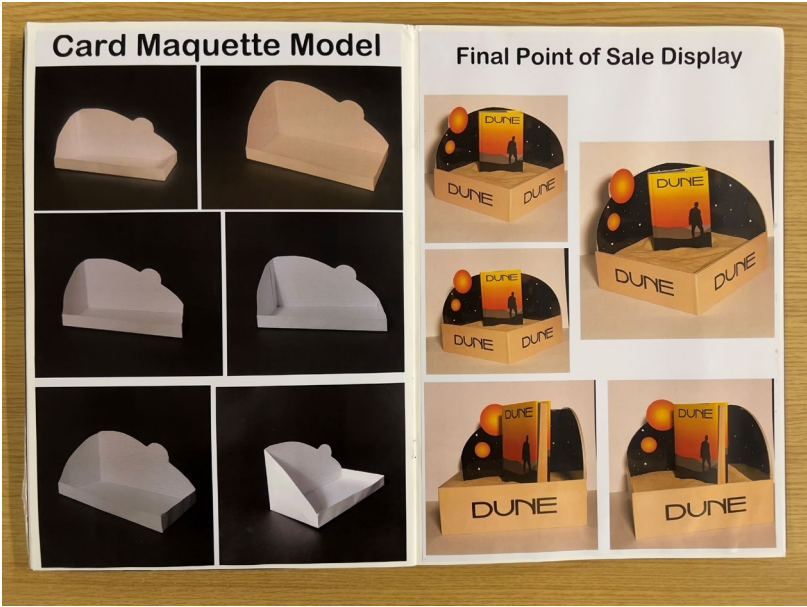
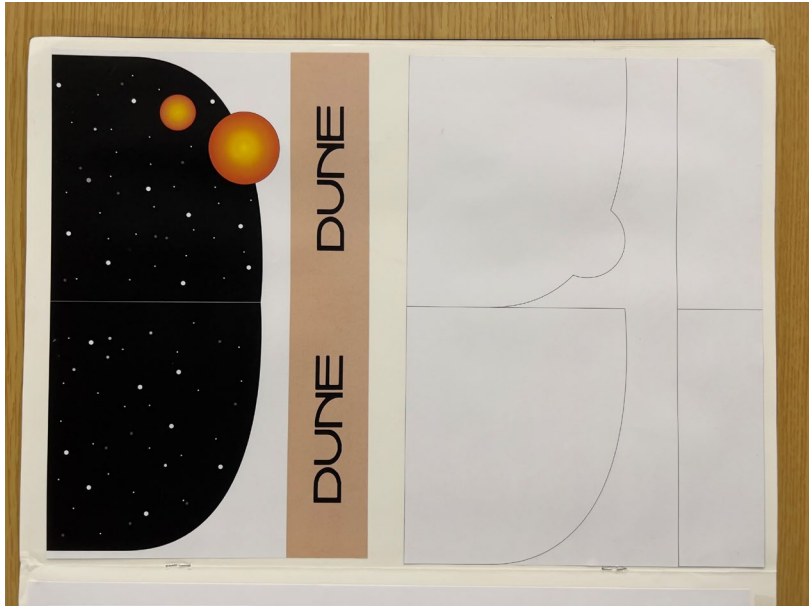




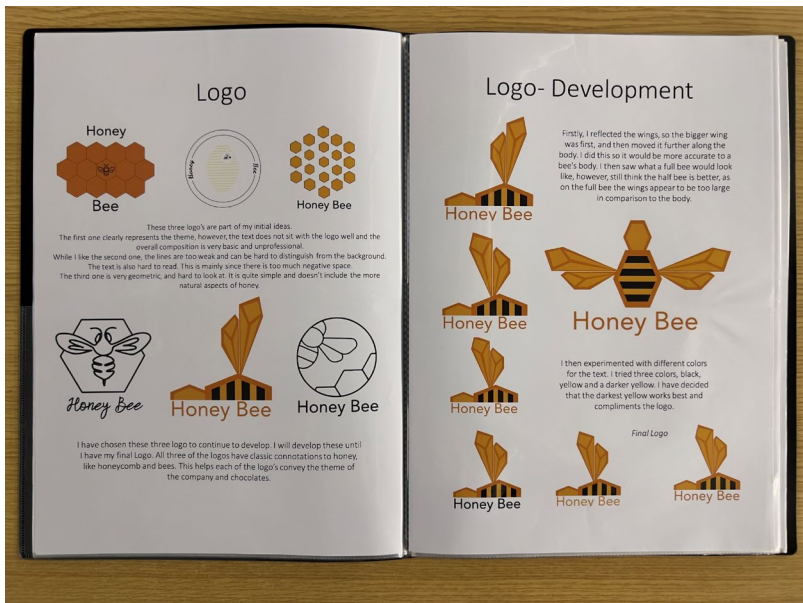
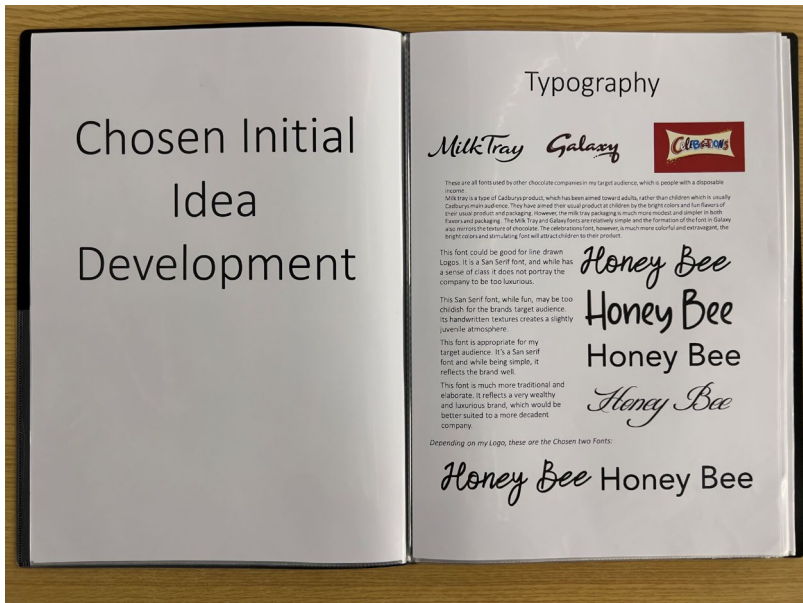




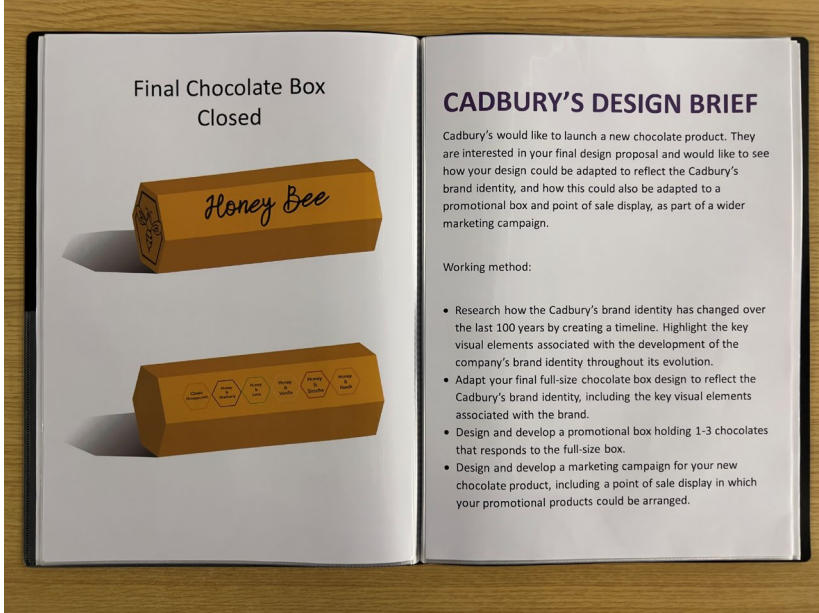
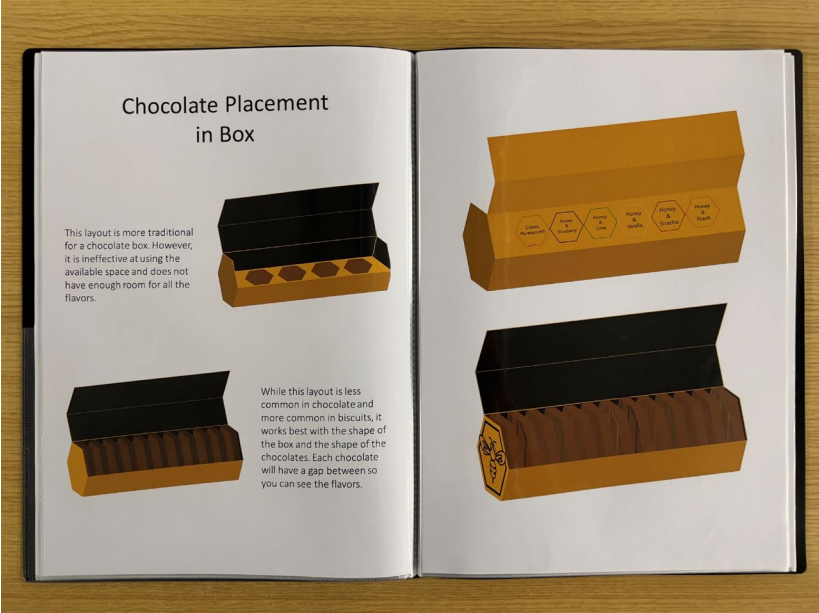




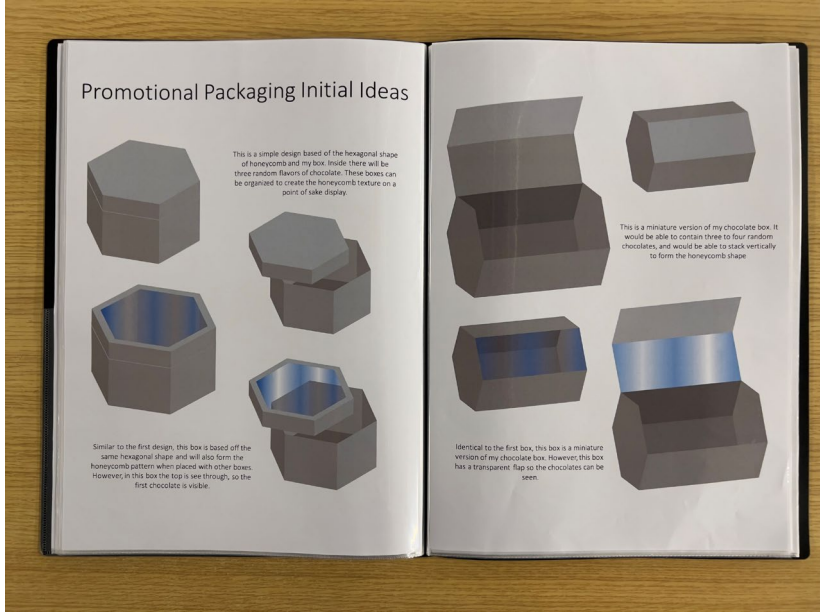
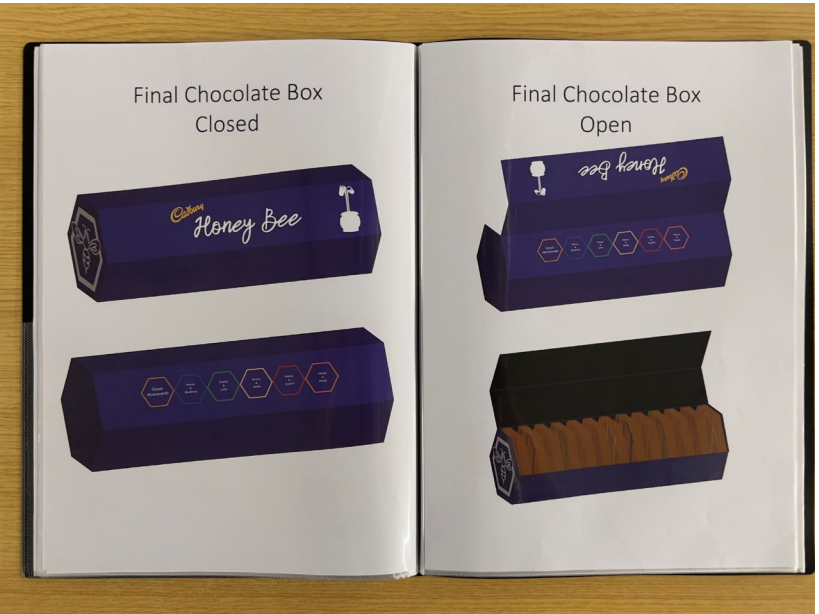




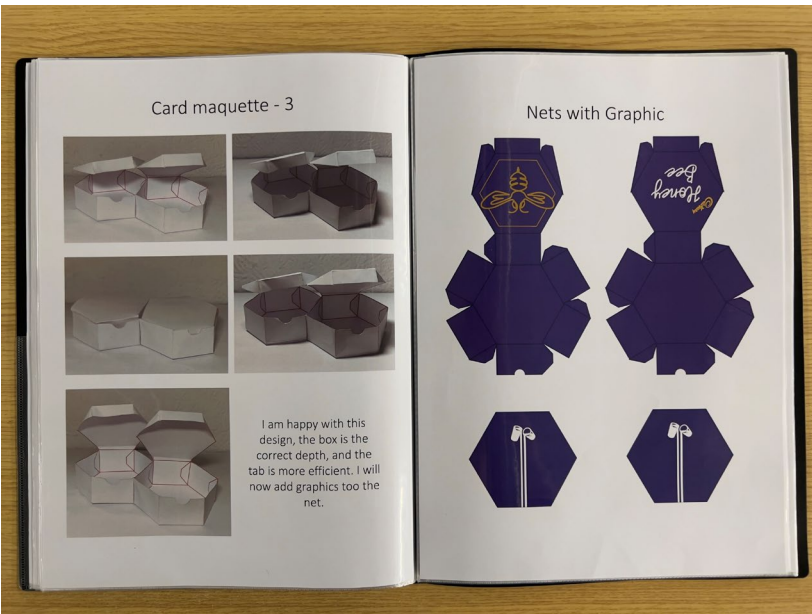
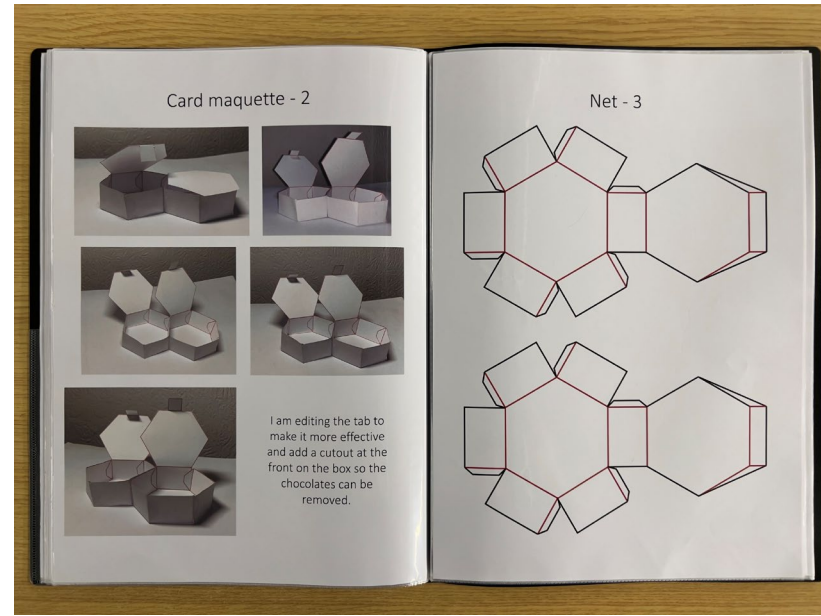
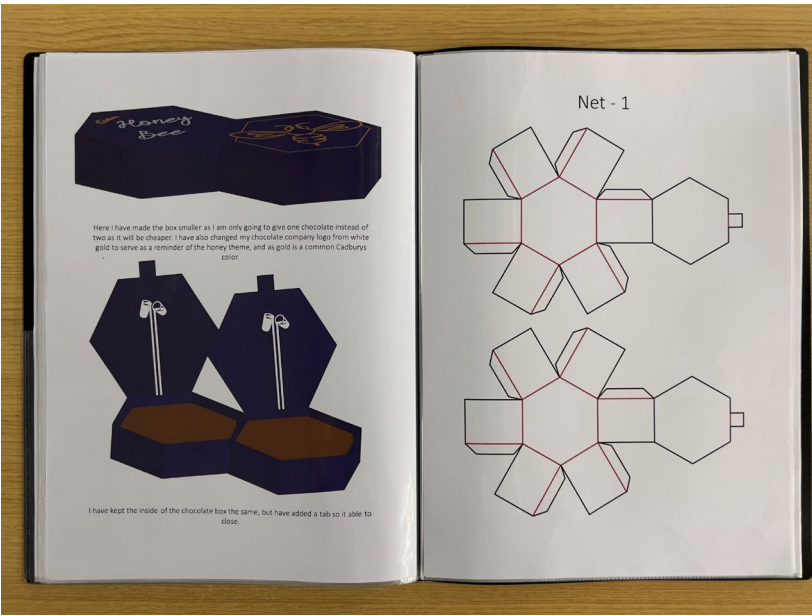














## Seasonal Packaging Analysis



This is a chocolate bar multi-pack sold by Cadbury's every Christmas. The Christmas theme is clearly represented through the graphics of the box. Firstly, texture has been added to the box, to make it appear to be a Christmas jumper texture. Santa, his sleigh, presents and trees have also been placed on the box, however, Cadbury's traditional purple and gold colour scheme is still prominent.

## My Seasonal Packaging



## Posters



This is a Cadbury's poster for a new dark milk chocolate bar. Unlike usual Cadbury's products, a dark purple and white are the main colors used. The dark purple and purity of the white creates a sense of luxury. The sense of luxury is further presented by the splashes of gold in the logo and "new" sticker. Gradient has also been used to direct your eye line to the middle of the poster, making the chocolate bar the focal point. The title also stands out as it contrasts with the dark purple.



This poster is advertising a new popcorn chocolate. The focal point of the poster is the bag of chocolate. It is the most eye-catching object on the poster as it is bright orange, which contrast the surrounding purple. A gradient has also been created on the poster to draw your eye to the product. Purple, and white are also prominent, maintaining visual continuity with the Cadbury's brand. This poster has been directed towards the target audience. Using bright colors, stars and contrasting fonts to catch your eye.

# Honey Bee



# Honey Bee

buzzing with flavour



# Honey Bee

all KNEW flavours



## Promotional Products



This is a notebook, created by the Harry Potter industry, the symbol shown on the front is the Deathly Hallows. The symbol is widely recognized and connected to the film franchise. The book consists of only two colours, black and silver, indicating that it was aimed at older audiences. The minimalist and simplicity of the design also shows this. The focal point is the Deathly Hallows symbol as the bright silver contrast the dark background.



This is a T-shirt created by Cadbury's to advertise their double-decker chocolate bar. The T-shirt is very eye-catching as the purple and orange heavily contrast each other. The focal point of the T-shirt is the logo as the white text contrasts both colours of the T-shirt. Texture has also been created on the T-shirt by using a tie-dye effect. The placement of the logo also makes it eye catching and unique.



## Media



This is Cadbury's Twitter page. The Cadbury's logo is clear in the left-hand side of the page, and the Cadbury's colours (purple, gold and white) are consistently seen throughout the page. The page is also used to advertise events taking place within the Cadbury's company.



This is the KikKat website. The colour scheme of KikKat, red and white, is used throughout the website. The background is red, making any white, whether it be the logo or notices, stand out. The page also has the company's slogan underneath the logo. The logo is the most prominent image on the page as it is centred at the top, and the white contrasts with the red background.

## My Cadbury's Instagram page



## Point of Sale Display



This point of sale display is in the shape of a fueling point. This plays on the idea of the energy drink giving you fuel. It consists of blue and silver, Red Bull's main colors, creating a sense of visual continuity throughout the display. The focal point of the display is the logo as it is red and yellow, which are contrasting colors, and stand out against the rest of the display.

## Initial Point of Sale Display Ideas



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### Point of Sale Display Development



I have rotated the hexagons so the boxes will be legible. I have also made the display smaller so its easier to build. To add structural integrity, I have thickened the shape of the honeycomb.

### Development of sticker Graphics



I have made the bee's different sizes and facing different directions to make the label more dynamic.

### Final Point of Sale Display



### Final Point of Sale Display

