Component 1 Graphic Communication
Standard Mark - 52

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Just confident and assured ability

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Examining comments:
- The submission of work is sequential, and the candidate shows a just confident and assured ability to develop their ideas within their sketchbook.
- The submission is refined, driven by insights gained through exploration of ideas and reflection.
- There is evidence of hand drawn illustration plus digital packaging and logo design.
- Recording is relevant to intentions throughout the submission of work.
- Annotation is used in a confident manner whilst the candidate develops their ideas.
- The candidate produces a final outcome which is resolved and shows a confident and assured understanding of visual language.
- Both three-dimensional models and digital drawings are produced as outcomes.

Keyword descriptors from the taxonomy:
- Resolved
GCSE Art & Design: Final Piece Evaluation

Idea or Concept: this is a design for creating a new marketing campaign for Cadbury's chocolate design. My initial idea starts with the name of my design – Spring. This is the reason why I put cherry blossom branches as the background. I changed the colour of these flowers from pink to purple in order to relate to the Cadbury’s design. In this piece I was exploring how the season Spring can be related to chocolate designs. This is because Spring emphasises peace and warmth and I want to relate this idea to my chocolate design creating a sense of harmony.

Inspiration: the Sakura cosmetics advertisement is the main design I referred to when developing my piece. The way the designer combined the branch and the product inspired me. That’s why I put all my marketing campaign design above the background. The branch background idea came from it and I also referred to its structure.

Evaluation: the final piece does satisfy the original aim of my statement of intent. Here are my response and given examples of specific elements within my work which I think were particularly successful.

The social media in the picture on the left-hand side is one of the elements I think is successful. This is because the design of the social media fits with my topic creating visual continuity. This can be shown as comparing the logo on the left of the social media bag. One of the main reasons is that the colour of purple fits with Cadbury’s and the colour red fits with the Chinese New Year Festival.

The point of sale design is another specific element that I’m satisfied with. The design of the chocolate box cover is an ox. The ox is combined with fireworks, flowers and Chinese knot. There are six closed box below and two opening box above in the bag. Both of them are opened with one opening in the front and another one in the back.

The merchandise is another design I think its particularly successful. After I finished printing, I cut out the rest of the paper and left only the object. I arranged these merchandises not horizontally so that it looked more imaginative and attractive.
Visual Research

Pen & Ink

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