

Component 1 Graphic Communication

Standard Mark - 52

	A01	A02	A03	A04	TOTAL
Mark	13	13	13	13	52
Level	5	5	5	5	
	Just confident and assured ability	Just confident and assured ability	Just confident and assured ability	Just confident and assured ability	

Keyword descriptors from the taxonomy:

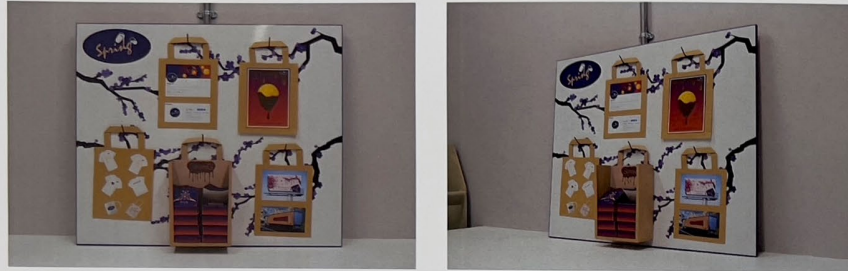
Resolved

Examiner 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.

Final outcome

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 those 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.



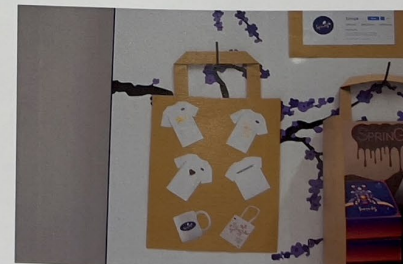
Inspiration: the Sakura cosmetics advertisement is the main design I referred to when developing my piece. The way the designer combined the branch and the product inspired me. That's why I put all my marketing campaign design above the background. The branch background idea came from it and I also referred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



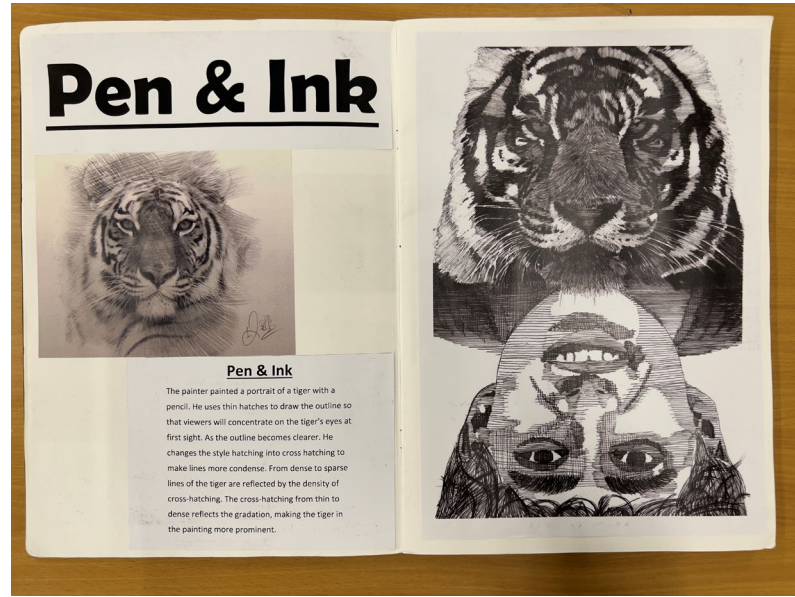
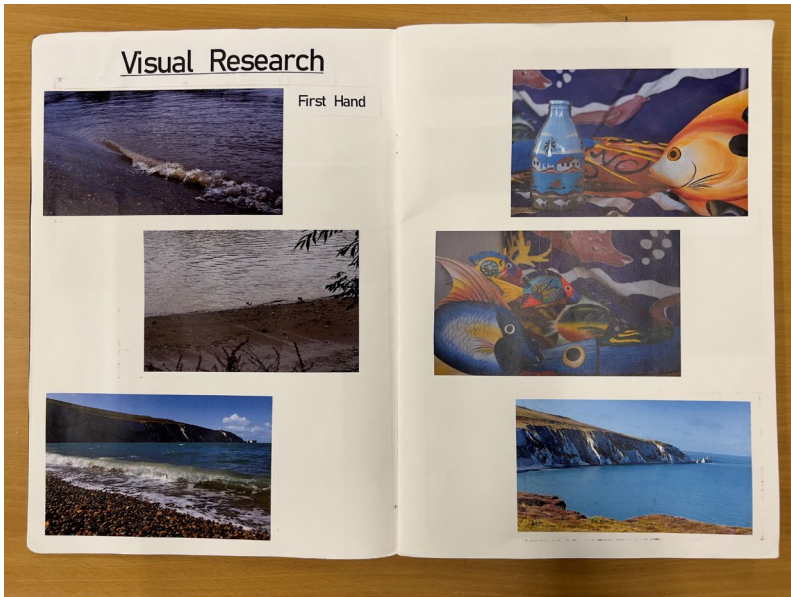
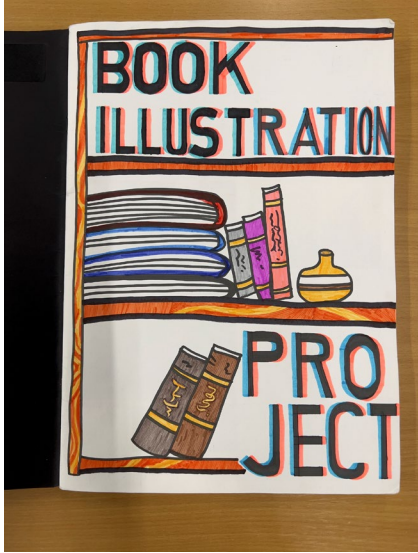
The social media in the picture on the left-hand side is one of the element I think is successful. This is because the design of the social media fits with my topic creating visual continuity. This can be shown as comparing the logo on the left of the social media bag. One of the main reason is that 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.

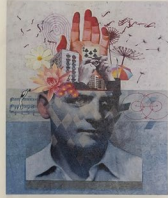


The merchandise is the another design I think its particularly successful. After I finished printing, I cut out the rest of the paper and left only the object. I arranged these merchandises not horizontally so that it looked more imaginative and attractive.





Collage



Artist Martin O'Neill
This collage shows a person who is thinking. Martin O'Neill uses the computer to cut the upper part of the man's head and put some other selected photos above his eyes. There are multiple images overlaid. The colour of those images are different. Some of them are black and white and some are in colour. Some of them are abstract, some of them are realistic. The person is translucent and only shows the shape of his face. The image is translucent and only shows the shape of his face. The image is translucent and only shows the shape of his face.



Artist Anthony Zervas
This collage shows a person who is surfing on a huge wave. The blue wave was cut and torn. The torn shows the sharper edge of the sea wave. It makes a contrast to the straight line of the other side of the blue paper that digital collage can't do. Although the picture is very simple, only colours are used, there's a lot of negative space on the left of the paper, which shows how big and dangerous the wave is.

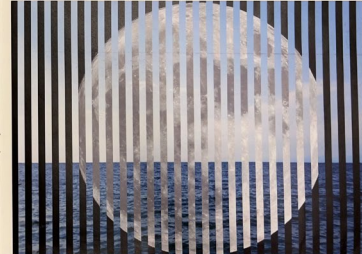
Digital



I still cannot understand how he could abandon me so unceremoniously without any sort of goodbye, without looking back even once.
- Tom Marley, Life of Pi



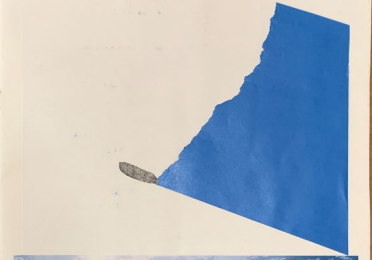
"I don't know if you know? I don't know him, I still see him in my dreams. They are nightmares mostly, but nightmares mixed with love. Such is the strangeness of the human heart."
- Tom Marley, Life of Pi



Physical



To lose your someone, well, that is like losing the sun above you. It is like losing - I'm sorry, I would rather not go on!
- Tom Marley, Life of Pi



Lino and Woodcut Printing



This Lino Print shows a boat drifting in the sea. The artist uses both positive and negative space and line to show the contrast of the huge waves and the boat. They also use both straight and curved lines to show the visual contrast and to separate the boat, island and the sea. The image has been simplified to show the flowing lines of the water and to exaggerate the grandeur of the sea.



This block print shows a sea turtle swimming in the sea. The sea turtle which is the main element that placed in the middle of the picture. Some of the sea waves and bubbles in the sea are placed next to the turtle. There are two elements in this print, one is the sea turtle layer, the another is the sea waves. The sea waves' lines make a big contrast with the turtle's regular patterned shell, which reflects the contrast of the sea and the sea. Those smooth sea waves can't be cut in lino print which shows the benefit of block print. There are some sea waves in front of the turtle, some of them are behind, giving a feeling of perspective and depth.



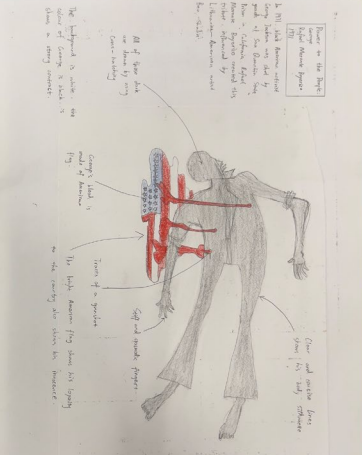
House of Illustration



Foreign Debt Rafael Enrique Vega, 1983
This picture shows a person holding a gun while the barrel of the gun was bent. There are two obvious national flags that showed in this drawing. It shows the American is being strict to Cuba. It shows that they are not only attacking Cuba but also themselves. Also shows that the world is against the idea of the American's.



We went to the House of Illustration for an art trip. It was a really good place for getting ideas about illustrations and also a place for learning history. Those drawing are mainly about bad things that happened in the world, such as Cuba revolution. We took a lot of pictures of the drawing and we choose one of them and draw it. It was really a good visit.



Block Printing Designs



Block Printing



Gouache Drawing



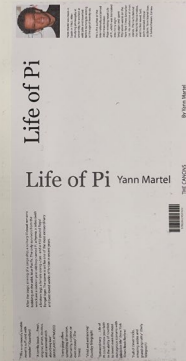
This is a sea painted with gouache that shows a view of the beach. The first thing that catches my eye are the flowers, the biggest thing in the painting that covered half of the drawing. The artist combined single colour gouache and the water together to make us feel the colour is translucent but not opaque which made a visual contrast with the colourful flower at the front of the picture. The artist uses dots to present the petals and straight lines to present the stems and leaves. There are some people in the painting that the artist uses very simple combination of shapes and lines to represent those people that let us feel that they are far away in the painting.



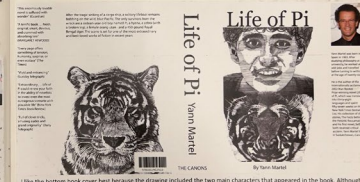
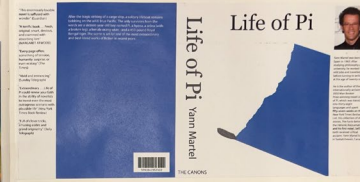
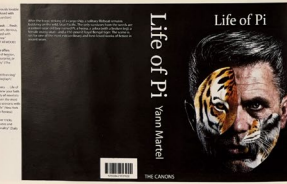
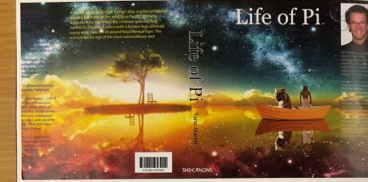
Key Features of A Book Cover



Template of My Book Cover

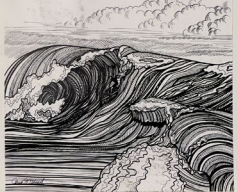
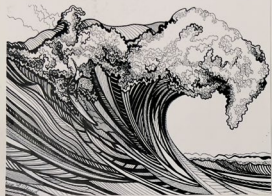


Initial Ideas For My Book Cover



Like the bottom book cover I used because the drawing included the two main characters that appeared in the book. Although the drawing is quite simple, only drawn by using lines, it strongly captures the total contrast of the characters. However, I think this pen and ink illustration does not suit the graphic format of my cover as it extends across the front, back and the spine of the book. For example the illustration of the tiger on the back of the book got covered with the bar code, and the sides of the illustration on the front seems like the tiger and Pi's shoulders got cut off.

Developing My Main Illustration

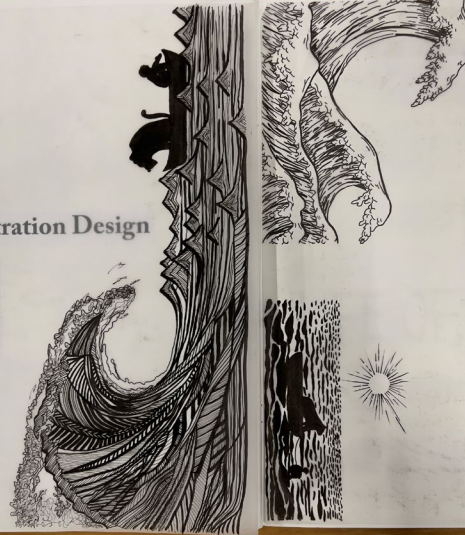


This is the development of my main illustration. The hatched pen and ink drawing technique best reflects the direction of the waves, with the varied the weight of line creates visual impact. The hatching in different directions gives the direction of the water and creates energy and chaotic form in the water within the contrast in tone separates the water and the boat. The format took a goodfield illustration of the sea to have some negative space for the text.



My Illustration Design

These are some initial ideas of illustration design for my book cover. I did several pieces of drawing so that I can choose which one is best fit in my book cover.



Typographic Development

LIFE OF PI

YANN MARTEL

Life of Pi

Yann Martel

This fonts looks like a hand writing, it shows a sense of excitement and they just like the original writing, it will be better because they can read the course of sea waves, when they get on well with each other. This curve line evokes show the shape of the sea waves.

LIFE OF PI

YANN MARTEL

YANN MARTEL

LIFE OF PI

LIFE OF PI

YANN MARTEL

YANN MARTEL

YANN MARTEL

LIFE OF PI

LIFE OF PI

YANN MARTEL

LIFE OF PI

LIFE OF PI

LIFE OF PI

LIFE OF PI

LIFE OF PI

LIFE OF PI

LIFE OF PI

LIFE OF PI



Pearson

Book Cover Development

This enormously readable novel is suffused with wonder" (Guardian)

"A terrific book... Fresh, original, smart, evocative, and crammed with absorbing lore" (MARGARET ATWOOD)

"Every page offers something of tension, humanity, surprise, or even ecstasy" (The Times)

"Vivid and entrancing" (Sunday Telegraph)

Extraordinary... Life of Pi could renew your faith in the ability of novelists to invest even the most utopian scenario with plausible life" (New York Times Book Review)

"All of clever tricks, amusing asides and grand originality" (Daily Telegraph)

There is a bit gap that hasn't been gained. I need to move rightwards.

I need to solve the white gap

I need to change the font because it seems too simple

I need to make the picture same and the font smaller because it's too full

I need to make it left

I need to make the font smaller

We can still see words when we check the book

Make it right

"This enormously readable novel is suffused with wonder" (Guardian)

"A terrific book... Fresh, original, smart, evocative, and crammed with absorbing lore" (MARGARET ATWOOD)

"Every page offers something of tension, humanity, surprise, or even ecstasy" (The Times)

"Vivid and entrancing" (Sunday Telegraph)

Extraordinary... Life of Pi could renew your faith in the ability of novelists to invest even the most utopian scenario with plausible life" (New York Times Book Review)

"All of clever tricks, amusing asides and grand originality" (Daily Telegraph)

I need to delete this part because it's too full

I changed my idea from dots there to a sea wave because the font and book are white

I need to fill the Pi and Tiger

I need to change the font so it fits with the clarity

Final Book Cover

"This enormously readable novel is suffused with wonder" (Guardian)

"A terrific book... Fresh, original, smart, evocative, and crammed with absorbing lore" (MARGARET ATWOOD)

"Every page offers something of tension, humanity, surprise, or even ecstasy" (The Times)

"Vivid and entrancing" (Sunday Telegraph)

Extraordinary... Life of Pi could renew your faith in the ability of novelists to invest even the most utopian scenario with plausible life" (New York Times Book Review)

"All of clever tricks, amusing asides and grand originality" (Daily Telegraph)

Point of Sale Display Stand Research

Analysis: Fanta Point of Sale

The corners of the point of sale display are rounded, it makes us feel more comfortable than a normal sharp shape. The intricately distributed arrangement of the boxes gives the customer a visual dislocation that some of the boxes were in the front and some of them were behind.

I like this sale display stand because the colour, feature and the box. The colour of this sale display stand is attractive. The combination of orange, white and yellow gives us a sense of energy which possibly stands out among all of the stands. To be more specific, the colour of orange suggests the orange fruit and most of the orange is juicy.

The feature of the water wave implies that the drink is pouring out. Suggesting that there are a lot of gas in the drink. The orange on the water wave and the green on the leaves makes the user feel that they are in the tropics.

Point of Sale Design

I like this display stand best. Different organic layers on the cuboid emphasises the shape of the sea wave which is one of the main features in the book. I decided to put books between the layers. The different colours can suggest the depth of the sea and create a feeling of perspective.

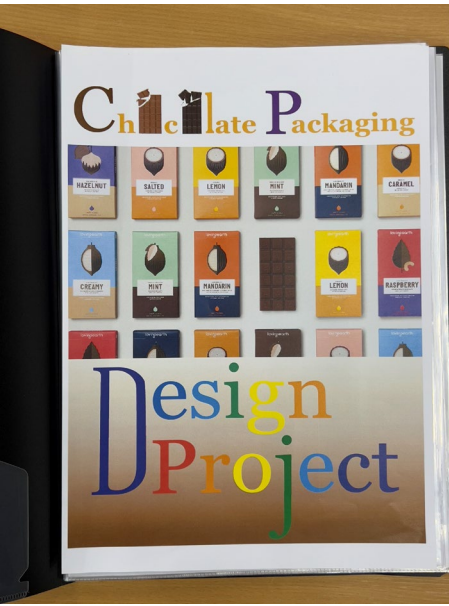
When the user saw this display stand, the blue gradient of the layer can interest them. This is because the books behind the layers can create a sense of mystery.

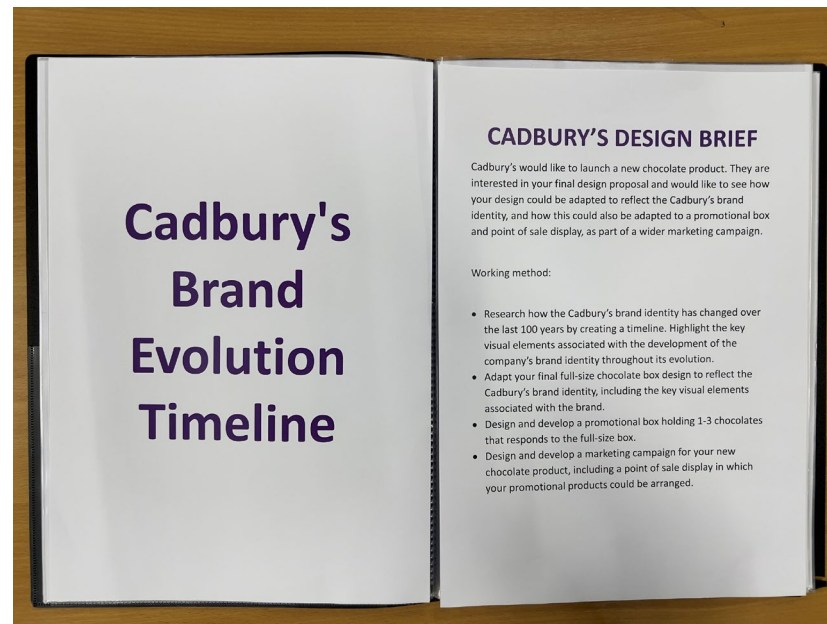
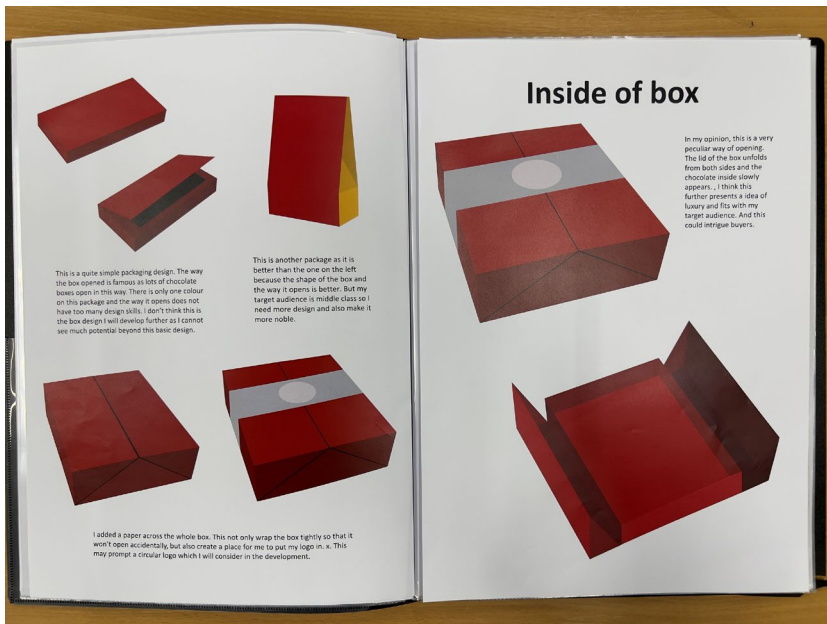
The books between different height and shape of the sea wave makes the user feel that the books was floating on them which will interact the user.

Card Maquette Models of My Point of Sale Display

My Final Point of Sale Display

I am very pleased with my final point of sale display. I like the use of pen and ink with the clouds, sea waves, tiger and Pi. Also the layer of the sea wave give depth and has visual continuity between the design of my book and the sale display. Overall I think the book design and the point of display compliment each other and really matches the book well.





Cadbury's Brand Evolution

This is the Cadbury's Dairy Milk design in Edwardian. The background colour is light purple. The logo of this chocolate was placed in the middle of the package with red text. The cleanness of purple and the bright red colour are attractive that will attract other people's attention.

This is designed in 1915. It is the time during World War 1. The colour of the background changed from light purple to pure purple. This is a good idea because it can show the flowers around the flag clearer.

This chocolate package was designed in 1950. There are lots of different and new features in 1950 compared to the 1915 one. Firstly, I can see that the font of the brand "Cadbury's" changes from a formal style to a signature. This adds more design in this package. The "Dairy Milk" on the flag appeared again which suggests that the design still upheld some tradition.

This package was designed in 1966. The words has become solid. They add the weight on the package to make the audience understand the chocolate more. The flag changes from the left and right format to the top and bottom format.

This was designed in 1969. I can see that the designer add the colour white into this package. This could be because the colour of white suggests the colour of milk which is related to the topic. They also add a small logo on feature of the pouring milk to attract the audience.

This is the chocolate package designed in 1982. I can see that there are more white colours inside the package. I can also see that they add a small feature of milk pouring from a cup to attract the audience and makes it clear that it is a milk chocolate.

In was designed in 1990 as it did some small changes. It makes the colour of purple brighter which creates a contrast between the white rectangles. In the previous design, the words in the package with the colour of copper is a bit vague. When they changes the purple brighter, the words are more clearer.

There are some big changes in this design in 1998. The form of the ingredients are more specific in rectangles and more modern. The feature of the pouring milk are no more drawing feature but more realistic. It makes the audience have a stronger desire to buy the chocolate with the milk embedded in chocolate.

There are also a lot of changes in this design in 2003. From this package, overall, I can see that the colour is more electronic rather than green. The packaging materials changes from paper to plastic which suggests the symbol of stepping into modern design. On the bottom left of the package, the chocolate was created in purple liquid which makes the audience feel like the chocolate will melt as soon as it goes into their mouth.

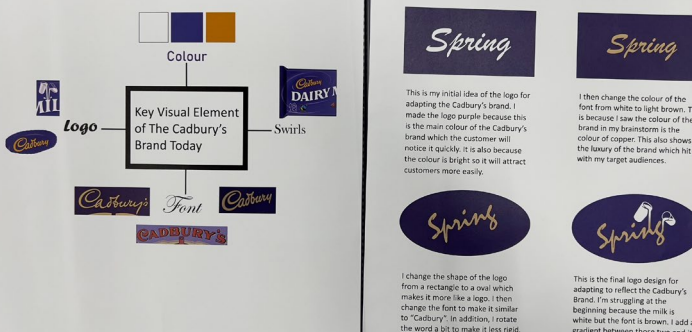
This package was designed in 2011. The pouring milk feature changed from pouring from the milk to the chocolate to the white words. This is more vivid because it makes the audience feels like the words were filled up with milk. I can also see the 2012 Summer Olympic Games Logo inside it.

In this packaging that was designed really lately in 2018, there are Remembrance Poppy in the packaging in order to commemorate those who dies in World War 1 & II to be more realistic. They changes the template of the package back to the form in 1915 which makes the design more reduction. I can see that the designer changes the colour of the brand into a brighter metal copper with gradient on showing the metallic texture.

This package was designed in this year, 2020. I can see that the logo of the brands name doesn't change. However, the pouring milk top has changed from green material into a chocolate material which was shown in the package. This seems more interesting because it contrasts the symbol of milk and chocolate together.

Adapt to Reflect the Cadbury's Brand

Logo Development



This is my initial idea of the logo for adapting the Cadbury's brand. I made the logo purple because this is the main colour of the Cadbury's brand which the customer will notice it quickly. It is also because the colour is bright so it will attract customers more easily.

I then change the colour of the font from white to light brown. This is because I saw the colour of the brand in my brainstorm is the colour of copper. This also shows the luxury of the brand which hit with my target audiences.

I change the shape of the logo from a rectangle to a oval which makes it more like a logo. I then change the font to make it similar to "Cadbury". In addition, I rotate the word a bit to make it see right.

This is the final logo design for adapting to reflect the Cadbury's brand. I'm struggling at the beginning because the milk is white but the font is brown. I add a gradient between those two and it looks perfect.

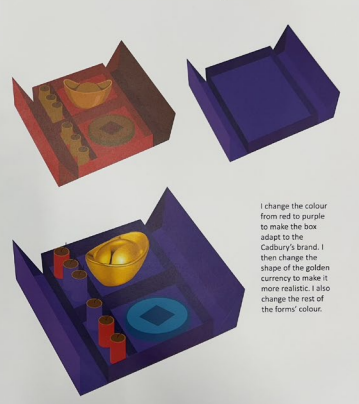
Chocolate Box Development



Final Box Closed

I really like my final box because after adding the feature on the cover, it makes the box less simple compared to the one with only purple on it.

Chocolate Box Development



Final Box Opened

I change the colour from red to purple to make the box adapt to the Cadbury's brand. I then change the shape of the golden currency to make it more realistic. I also change the rest of the forms colour.

Final Chocolate Box



Analysis and Research of Pack



Analysis

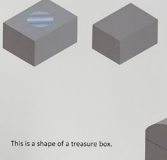
This is a promotional box which has different things inside it. On top of the box, there is a big yellow cardboard with advertising slogan on it. This is attractive because the colour is really bright. There is a cockpit on the box which imitates as a baking machine. There are some stickers and promotional image on the side of the cube. Inside the box, I can see that there are two drawers. One drawer contains snacks similar to biscuits, another drawer contains snacks similar to cakes. The way to open and get the snacks are really novel that would make the customer buy it. Compare this design to mine, I think the yellow board is quite attractive because it is not only an advertising board but part of the box which makes the ads not so rigid.

Promotional Packaging Ideas



This is a promotional box with an inspiration through a chicken. This chicken provides comfort and nourishment during stressful air travel. The side of the box reads: "The chicken is mated in real Louisiana spaces for 12 hours and must be permitted to fly without restriction. Do not leave unattended, as Popeyes is not responsible for lost or stolen chicken." This is a pun on the idea of people bringing animals for emotional support on the plane. The designer adds the chicken's upper body and the chicken's tail on two sides of the box. I like this design really much. But what attracts me more is when the box is folded into a piece of paper. This is amazing because not only the box is folded, but also the chicken feature. The colour of the box are quite simple which makes the customer mainly focus on the design and the words on the box. Compared this box to my chocolate box, I think I should think about designing some features outside the box, for example, 3D.

This is a chocolate box with crackers inside it. This box is targeted at younger children as there are several different types of crackers. Children will be attracted because the use of different colours. There are red, yellow, blue and purple which all of the colours are bright and energetic. The shape of the cracker has various shapes. Children can imagine the beautiful view when the crackers are set off whilst enjoying the tasty chocolate.



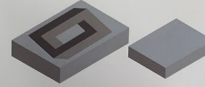
This is a rectangular promotional box with a transparent circle on top of it that can let the customer see through.

This is a shape of a treasure box.



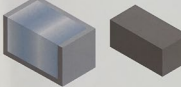
There are four boxes that they can stuck each other like puzzles.

This is a promotional box with an impossible square on top of it. That interesting shape will attract the customer.



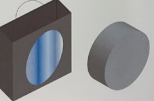
This is a cylinder with a big transparent circle on top of it. This can make the box simple and can let the customer see the box straight ahead.

This is a handbag style of promotional box that have a wine bottle shape of transparent plastic circle that fits with the shape of the cracker chocolate box.

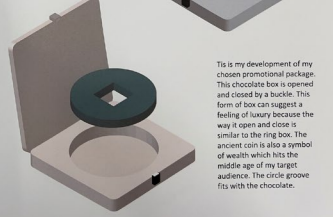


This is a model car box. I like this because the two ads that are transparent can show a sense of luxury and it can make the customer see the chocolate box design clearly.

This is more likely to be a bag with transparent plastic circle to let the customer see the chocolate box.



Promotional packaging development



This is my development of my chosen promotional package. This chocolate box is opened and closed by a buckle. This form of box can suggest a feeling of luxury because the way it opens and close is similar to the ring box. The ancient coin is also a symbol of wealth which hits the middle age of my target audience. The circle groove fits with the chocolate.

This promotional box is my final design. I printed and cut it. There are eight boxes in total. I designed a head of an ox on the lid of the box. The shape is combined with lots of different features. For example, fireworks, Chinese knot and the word meaning luck and happy in the middle of the ox. The colour red emphasise luck and the colour purple fit with the Cadbury's brand. Inside the box, there is a Chinese New Year pattern that are usually used as frame or filling decoration.

Marketing Campaign

- Distribution
- Advertising
- Media
- Promotion
- Merchandise
- Display

Net development and refinement

This is my initial idea of the chocolate box net. I think although there are some problems for this box, but because it is my initial idea, it gives me an overall idea of what it looks like in real life.

I like the way it opens. The groove for the chocolate in the box gives a feeling of high class and expensive which hits my middle class target audience.

There are some problems I need to think of. For example, in the picture of the right hand side, the tab on the lid that slots into a slit on the base are not very stable. Maybe it's because of the hardness of the paper, or because there's a gap between them so it's hard to get stuck.

The side and the bottom of the rectangle are not connected to each other. So I need to add extra space for the two sides to stick with each other. This could be a bit complicated because papers are soft which is hard to connect. I also need to make all six sides closed which is also a challenge for me.

After sticking all of them, I found that the lid of the box cannot be closed, so I cut a small rectangle so that the lid of the box can fit in. Therefore I need to change the design of the net as well. In addition, this is tricky because if I cut the rectangle too big, the gap will be very big which can't stabilize the lid with the box. If I cut it too small, the tab on the lid won't fit inside the box.

When I cut the circle down from the net, I realized that the circle was quite small. This is really obvious when I took the picture. Some of the papers were out of the circle. From this I think I need to make the circle longer so that it best fit with the box.

Technical drawings showing the net layout and various stages of the box being assembled from the net.

Final technical drawings of the box net and photographs showing the final assembled box from multiple angles.

Final Development of the Net

Final Development of the Box

Final technical drawings of the net and a 3D digital rendering of the completed box.

Point of Sale Display Analysis

The corners of the point of sale display are rounded. It makes the audience feel more comfortable than a normal sharp shape. The intricately distributed arrangement of the boxes gives the audience a visual dislocation that some of the boxes were in front and some of them were behind. I like this cell display stand because of the colour, feature and the box. The colour of the cell display stand is attractive. The combination of orange, white and yellow gives us a sense of energy which possibly stands out among all of the stands. To be more specific, the colour of orange suggests the orange fruit and most of the orange is juicy. The feature of the water wave implies that the drink is pouring out. Making us feel that there are a lot of gas in the drink. The orange on the water wave and the green on the leaves makes the user feel that they are in the tropics.

This is my initial point of sale display design. I made this point of sale into a takeaway style as the brown paper bag suggests the style. The six chocolate box below will be closed whereas the two top one will be open in order to show the interior. I think I should also add some feature or design inside the box to make it less simple. I will keep the outside of the box to make the takeaway bag significant.

The fuel gun on the left hand side attracts me. This is really creative because the brand "Snickers" is a type of chocolate. The fuel gun are used to fuel the car so that the car has power to move. Similarly, the chocolate also give customers energy after eating it. The designer showed this opinion through the gas station-like stands. This display contains lots of functions. The product is clearly visible and accessible, promoting attention and sales. The large Snickers logo allows the consumer to easily associate the display with the brand.

Billboard Analysis



In this advertisement, I can see two significant features that I think it is quite important. The first one is the product. For example, in this picture, the ice cream is the product. It occupies half of the board. It is designed like this to attract customers' eyes and make them focus on the ice cream when they first see the billboard. The second thing is the name of the ice cream. The name can let the customers know what the name of the ice cream is. It also gives them a chance to search the product or even buy it if they are attracted in it. I think the name of the product also needs to be in a quite big size. In addition, I think the colour should be attractive. This is evident in this billboard. The dark brown emphasises the colour of the chocolate and the colour of gold emphasises its luxury.



I used the same picture to make my advertising design with my analysis because I think the city's light fit with my design and the size of the board fits as well. There is a red drawn tree on the top left corner of the frame emphasising the symbol of birth. On the bottom right corner, there is a Chinese word meaning "Spring". The combination of the lantern and the ox emphasises Chinese New Year. The "pouring milk" feature is really typical for Cadbury's brand and it seems like the milk is pouring inside the chocolate. The ox is the zodiac of 2021. I also put an advertising slogan on top right to let the audience understand what this chocolate design is about.

This is my second design of the chocolate billboard. This is quite different than my first design. It is mainly in pink whereas the first one is in purple. The first design is more relate to the Cadbury's brand. The second one is more relate to my topic: Spring - where cherry blossoms gracefully blooming with sweet aroma. There are also blossoms flying in the air by the wind as if welcoming the arrival of Spring, which makes the billboard more vibrant. The bright pink colour make the billboard really attractive and people can see it clearly at night, which is one of the benefit of this design compared to the first one. I really like this design in terms of the colour combination and also structure overall.



Distribution Analysis



I really like this design because through this picture, I can clearly understand that the designer wants to tell the customer the huge size it has got. This feeling is shown as the designer compared the size of the Mars chocolate to a size of a truck. Although this won't happen in reality, but the picture will attract customers and make them feel that the chocolate bar would be very big. I think I can think about exaggerating my chocolate to fascinate customers.



This is my initial distribution design. I made the background colour of purple darker so that the audience can differentiate with the promotional boxes. The date on the left-hand side is the releasing date also the day of Chinese New Year. On the right-hand side I add four media app so that it looks more realistic. This is important as social media is one of the most effective way of spreading a brand. However, the initial design seems too simple as my other designs are similar to this one. In this case, I changed the background from purple to brown as this colour emphasise the chocolate. Because the slogan has the word "release", it makes me think that the chocolate boxes inside the truck can leak out. Therefore I made two bullet holes and boxes leaking outside. I made the chocolate box from small to big to make the advertisement more attractive and interesting.



This is my final design of the distribution. Compared to the previous two design, I think my final design is more imaginative and more creative. I made a ripped paper on the top of the truck. This design fits with my point of sale display as both of them gives a transparent feeling. Inside the truck there are boxes of chocolates and are ready to be delivered. This idea was formed mainly from the distribution I did for the analysis and I like this design very much.

Merchandise Analysis



I think designing Rubik's cubes as a merchandise is a really nice idea. By designing this, it is targeting to children. Children love toys like Rubik's cubes so they might want to buy it. Parents won't refuse their children to buy Rubik's cubes because it can entertain children and make them smarter. I think this design is really smart as it can both make the children happy and promote the brand at the same time.



I made this t-shirt similar to an Off-White T-shirt with captions on the back.

Here are two more design of the T-shirt merchandise. The first design, with the year 2021 on it, its shape is also similar to an ox shape. The fading colour is made from colours I found online. The second design is just simply adding the year and the Chinese character "Ox" inside. This T-shirt is quite well structured.

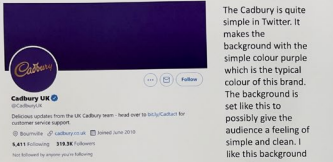


This is a cup I designed for my merchandise. I only add my "Spring" logo on the cup which is simple. The reason why I made this design quite simple is because the logo can best define the Spring's product. The colour combination of purple and white looks very harmonious.

The second design is about cherry blossoms. I add one branch of cherry blossom and there are no strong or bright colours which makes the bag looks really comfortable. There is also a quotation that I really like about cherry blossoms so I add it making it more literary.



Media Analysis

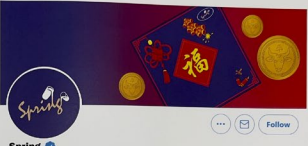


The Cadbury is quite simple in Twitter. It makes the background with the simple colour purple which is the typical colour of this brand. The background is set like this to possibly give the audience a feeling of simple and clean. I like this background

but I won't make this background as my one because I need to add some design features inside it. But the point of making the typical colour as the account background is a really good idea.



Compared to the Cadbury's account, this Oreo account is more detailed. The profile picture is quite similar to the Cadbury's brand. However, the background is more detailed. Both of them have the typical background colour. But Oreo add the name and the product on the relating to their brand. But Oreo add the name and the product on the background. The splash of the milk when dropping the Oreo into the milk really aroused the desire of customers to buy the Oreos because of the background. Also because parents believe the milk is healthier than cookies so may want to buy it. Compared to these two account detail, I would prefer the Oreo one as it add some main features on it.



This is my first media design on Twitter. For the background, I made it into purple and red. The colour purple is made to fit with the colour of Cadbury's brand and the colour red is to emphasize the Chinese New Year. The golden coin is the chocolate. I used the box to make the media background more attractive and it is also a good cover to hide the change of colours. I used my logo for the account which I believe it is working quite well.



This is my second social media on Instagram. For this design, I only add my profile picture on it. As well as adding the slogan in my bio.

Poster Analysis



This is a chocolate poster as I think there are lots of features for me to learn. I really like the chocolates on the four corner of the poster. The different levels of crop is really interesting and it takes up most of the space which cover the blank part making the whole picture less monotonous. The lines around the text gives more luxury feeling and also adds interest on the brown background. The word "Chocolate" goes outside the box which makes the text less simple.



This is my initial design as I used the white line as a box to cover the whole poster. I made the line behind the melting chocolate box in order to create a 3D feeling. However, I don't think it went quite well. It looks a bit strange because of the unconnected short lines on top of the poster.

I then make the white box outside the whole poster, covering the text, the logo and the melting chocolate. This not only makes the poster more interesting but also looks like a photo frame. I also changed the background colour from green to purple and red in fade in order to create visual continuity with my other design. The melting chocolate under the coin matches with the melting chocolate on top of the poster.

GCSE Art & Design: Final Piece Evaluation

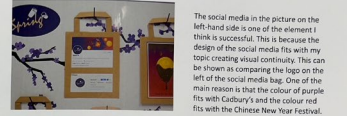


Idea or Concept: this is a design for creating a new marketing campaign for Cadbury's chocolate design. My initial idea starts with the name of my design - Spring. This is the reason why I put cherry blossom branches as the background. I changed the colour of those flowers from pink to purple in order 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.

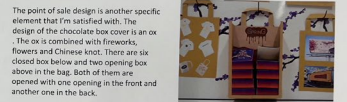


Inspiration: the Sakura cosmetics advertisement is the main design I referred to when developing my piece. The way the designer combined the brand and the product inspired me. That's why I put all my marketing campaign design above the background. The branch background idea came from it and I also referred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

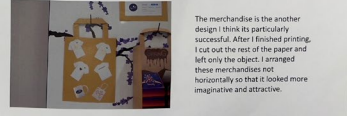
Evaluation: the final piece does satisfy the original aim of my statement of intent. Here are my response and given examples of specific elements within my work which I think were particularly successful.



The social media in the picture on the left hand side is one of the element 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 reason 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 the another design I think its particularly successful. After 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.