Component 1 Graphic Communication
Standard Mark - 52

	AO1	AO2	AO3	AO4	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.

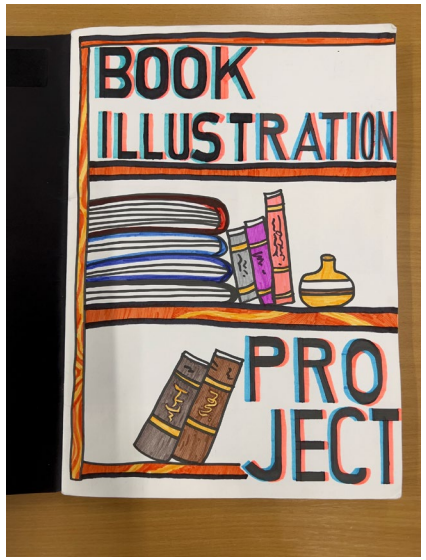
The social media in the picture on the left-hand side is one of the element I think is successful. This is because the design of the social media fits with my topic creating visual continuity. This can be shown as comparing the logo on the left of the social media bag. One of the main reason is that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

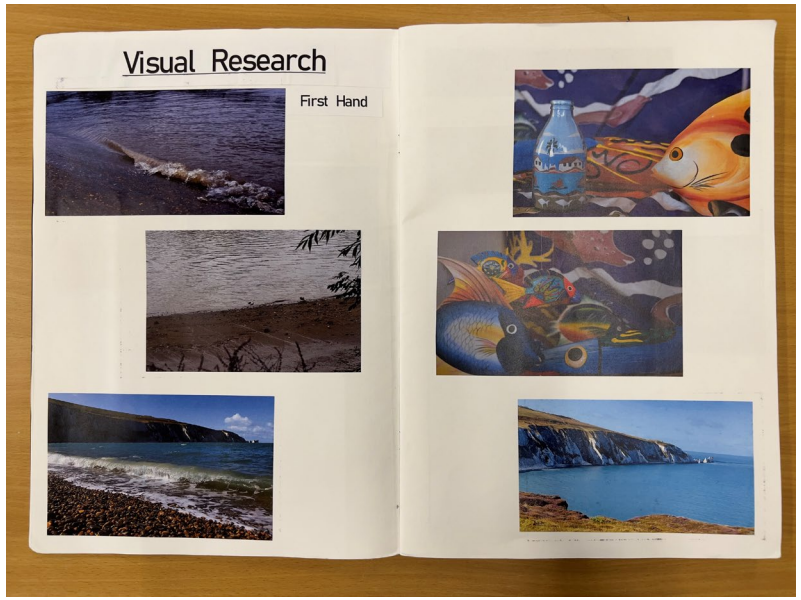
The point of sale design is another specific element that I'm satisfied with. The design of the chocolate box cover is an ox . The ox is combined with fireworks, flowers and Chinese knot. There are six closed box below and two opening box above in the bag. Both of them are opened with one opening in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

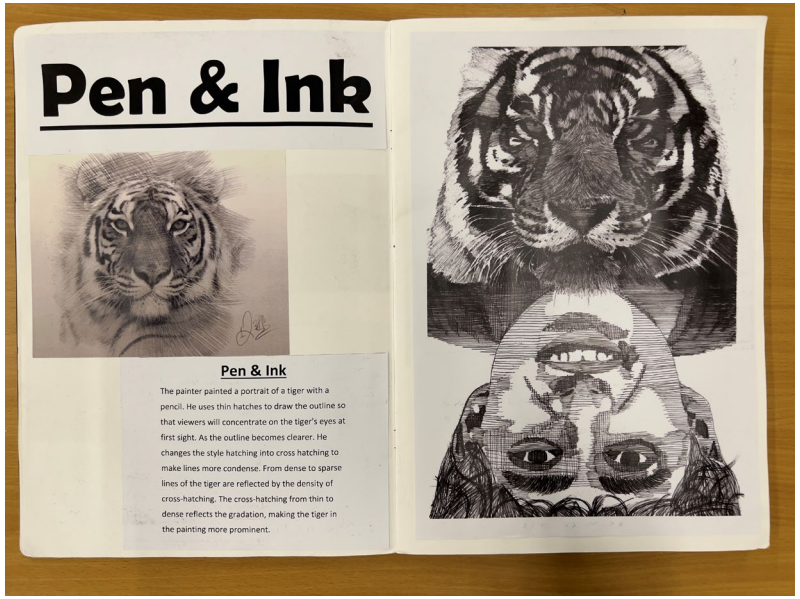
The merchandise is the another design I think its particularly successful. After I finished printing, I cut out the rest of the paper and left only the object. I arranged these merchandises not horizontally so that it looked more imaginative and attractive.

Standard Mark - 52

Pearson







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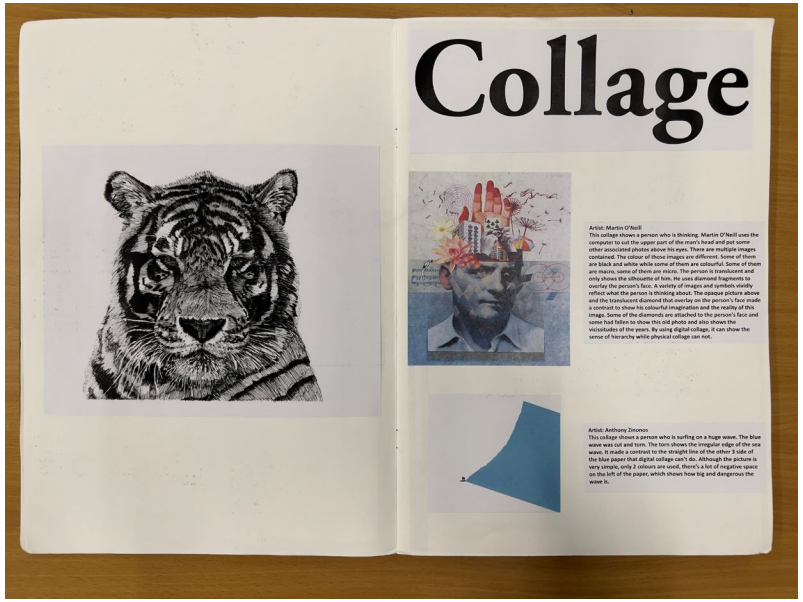

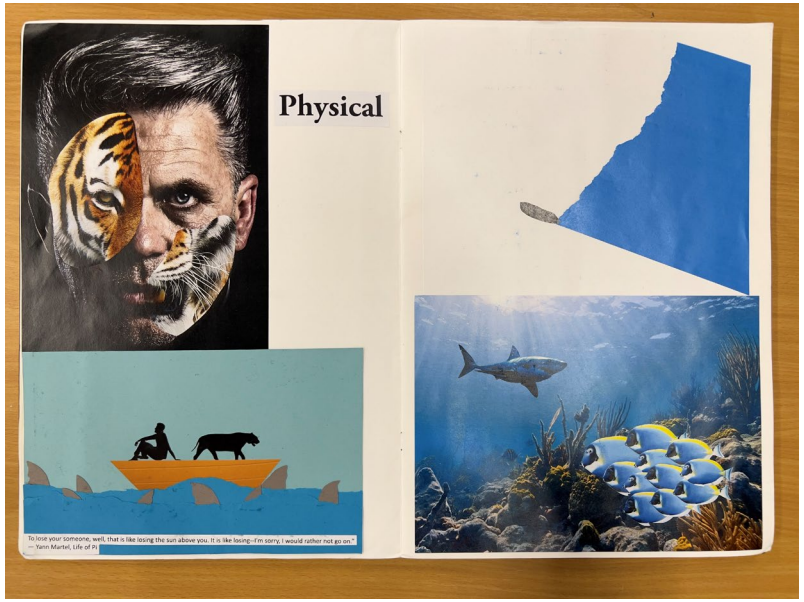

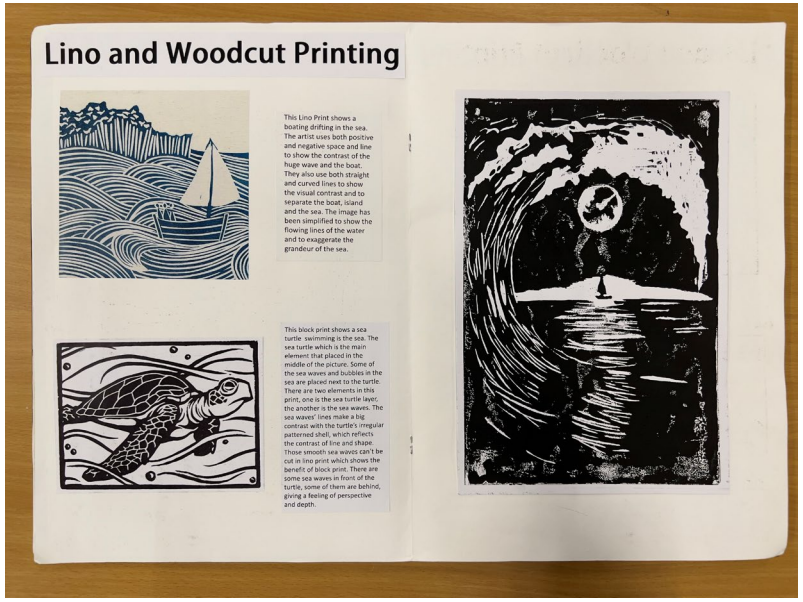

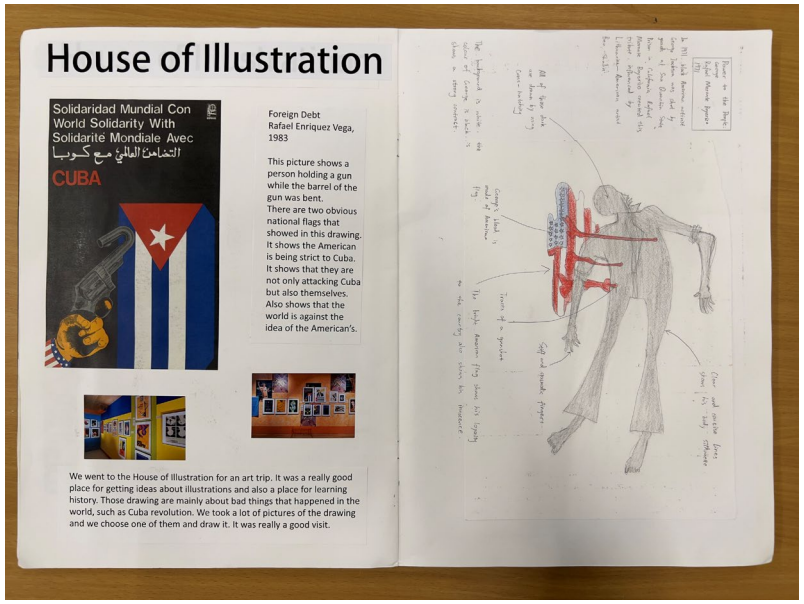

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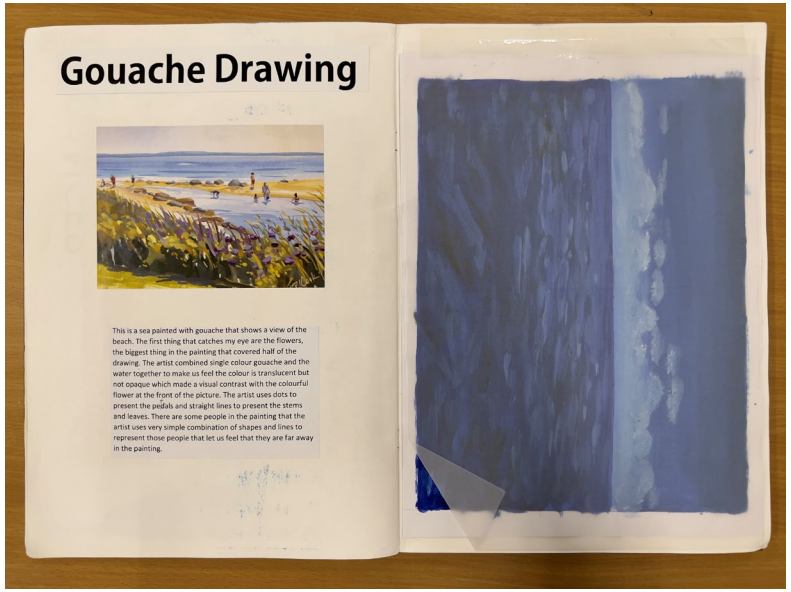

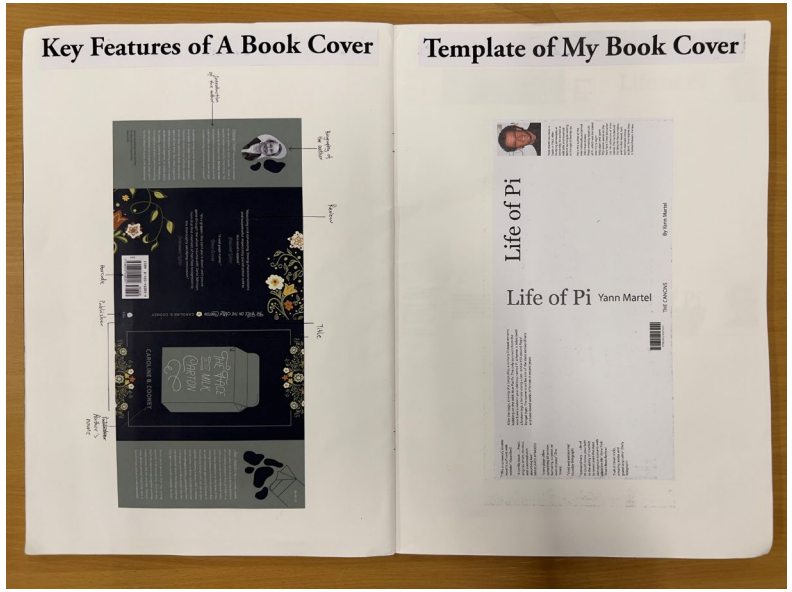

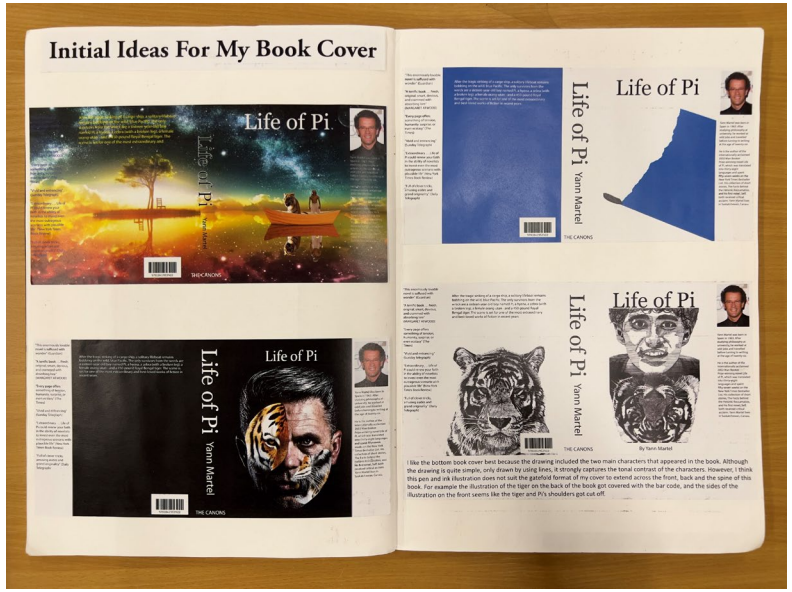

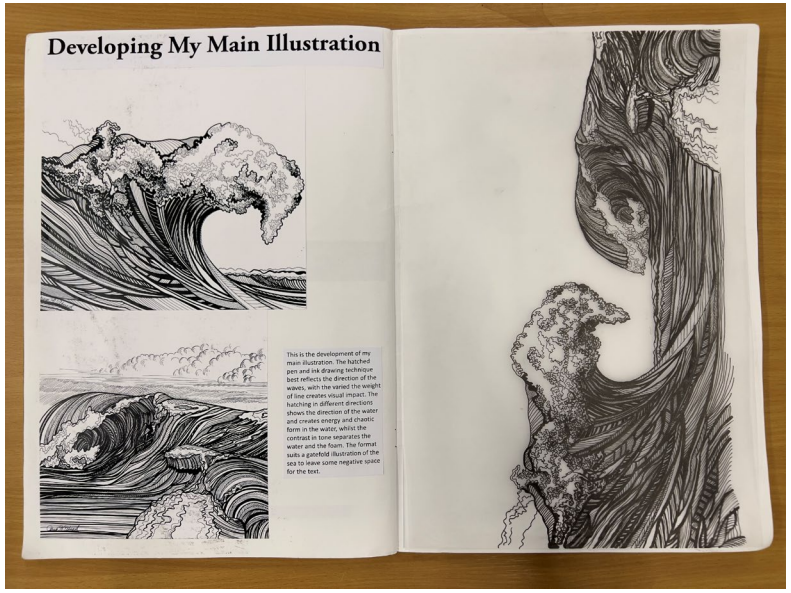

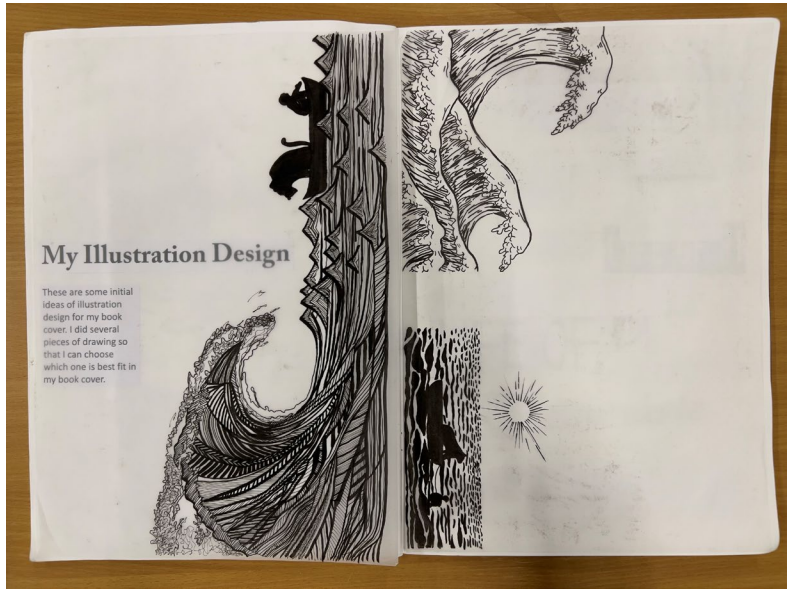

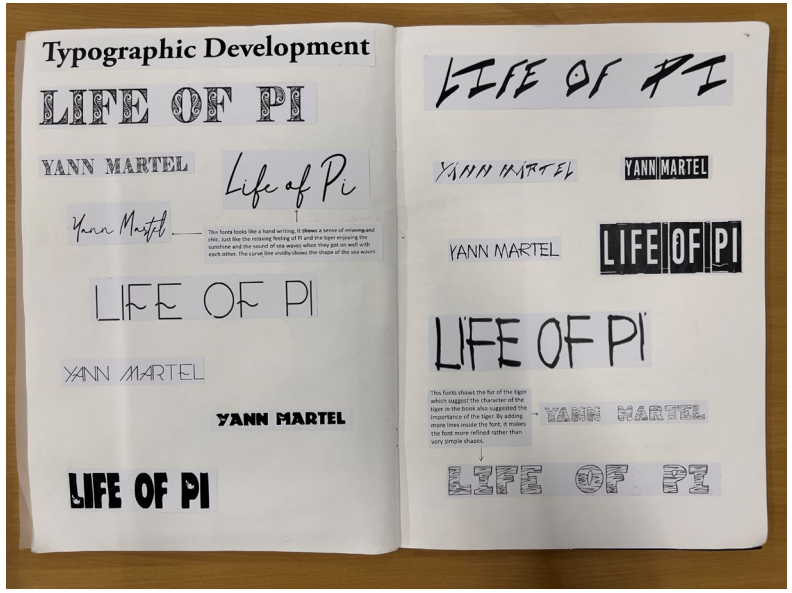

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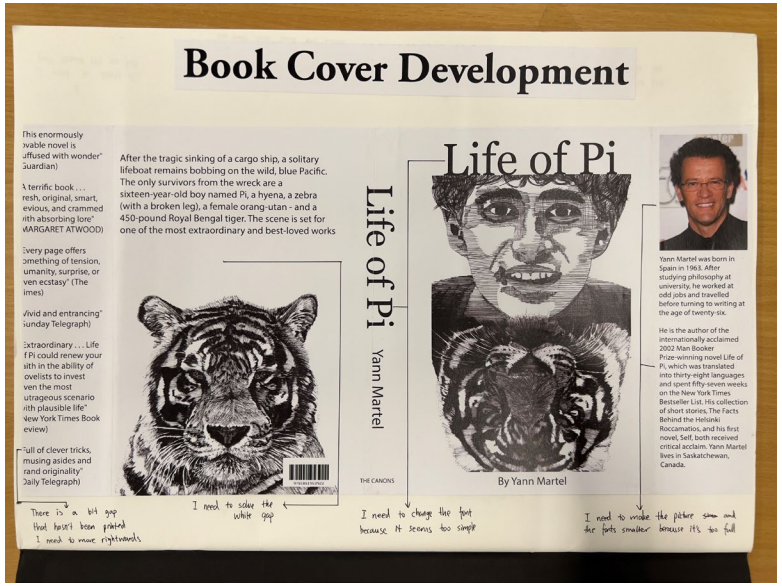

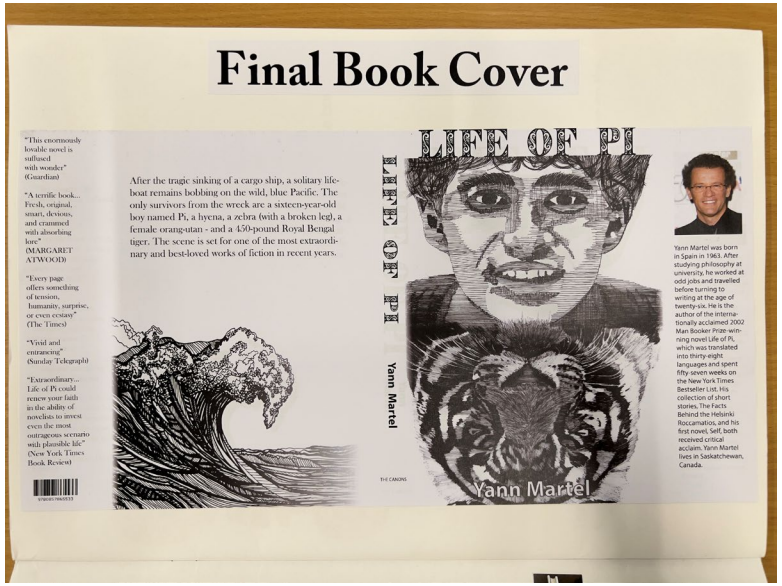

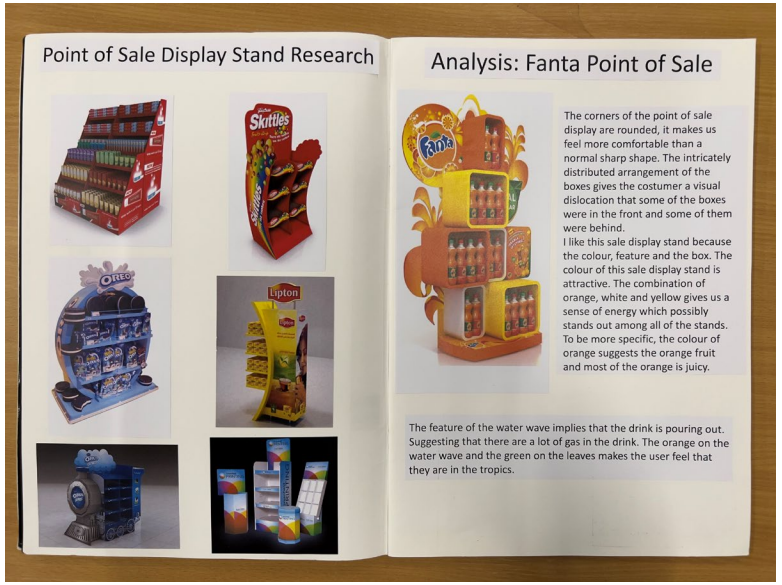

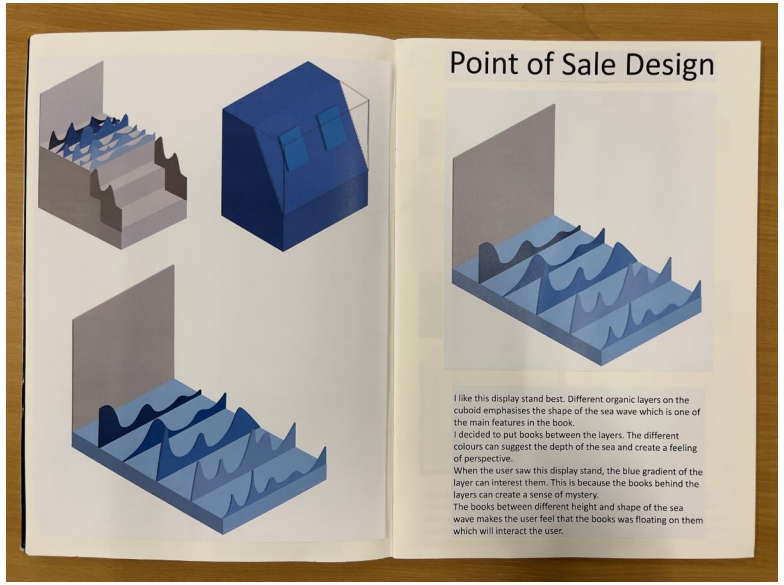

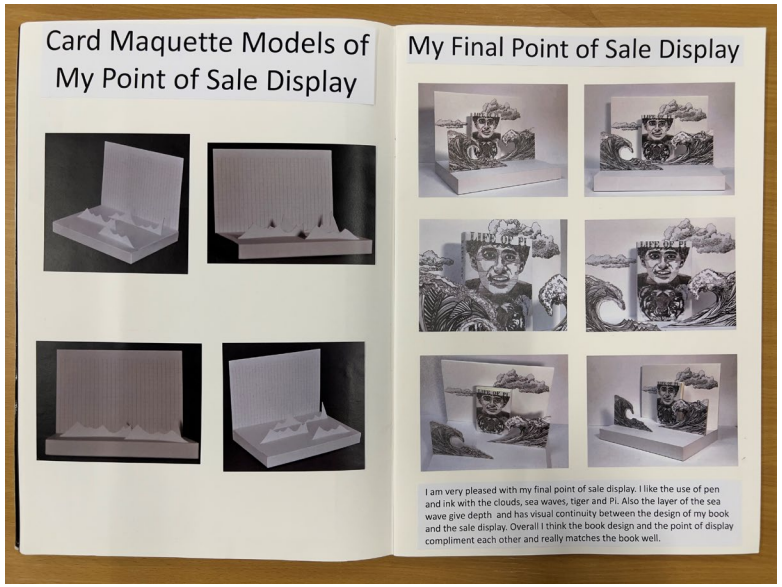

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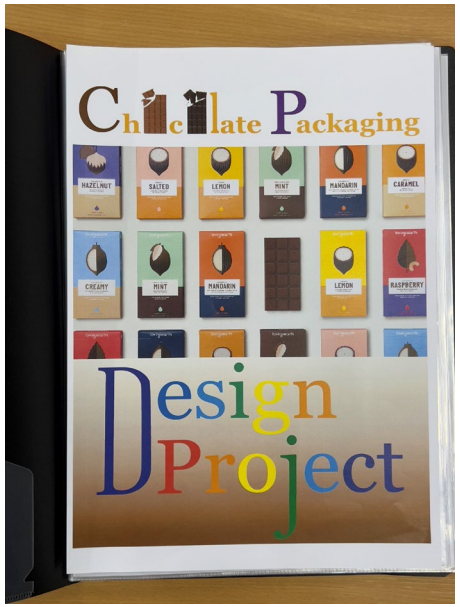
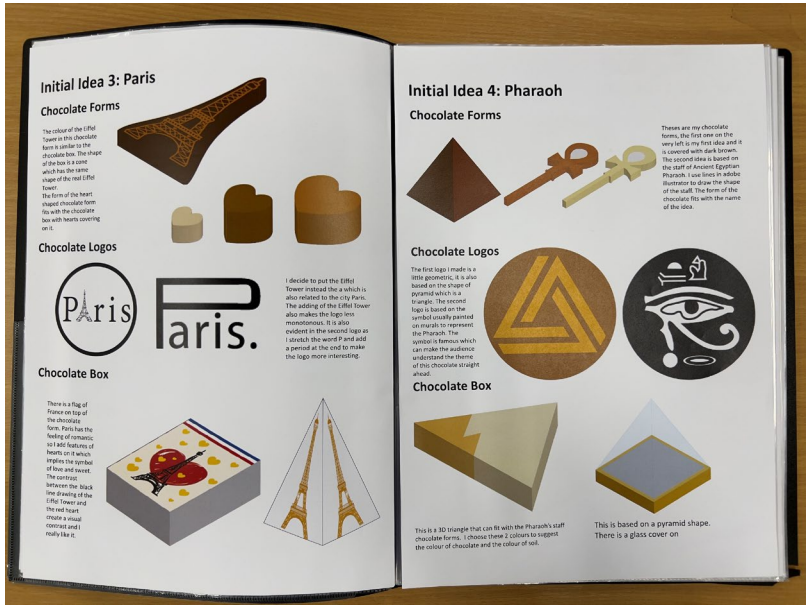

Chocolate Packaging
HAZELNUT
SALTED
LEMON
MINT
MANDARIN
CARAMEL
CREAMY
MINT
MANDARIN
LEMON
RASPBERRY
Design Project

Packaging Research and Analysis Exemplar
Favourite Packaging
For this packaging, the first thing we notice is the pattern in the middle of each package. In my opinion, the design of the pattern is brilliant. The pattern represents the taste of each chocolate bar. For other packages, the design of the fruit taste would just be a name of the taste or a significant colour which represent the taste while in this package, the designer designed the taste with patterns the have been simplified but we can still justify the taste of it. Also the colourful design on the pattern would attract more people and arouse their appetite. Looking closer, I can see the complex grain on those green leaves around the white coconut. The white circle formed a negative space at the middle of the package. The text has been designed up on the pattern. The black background and the white colour of the bold font text has created a contrast which made the text very significant. In my opinion, I like the design of the pattern and the chosen colour.
The First thing you notice in this package is the use of the painting media of designing technique which is called the lino printing. The benefit of using lino printing instead of using block printing is you can see the very textured and very layered patterns. The designer chooses these sign of tropical fruit colour not only draw the viewer's eye, but typically associated with food and other strong emotions, such as warmth. The package is a rectangle which is similar with the chocolate bar. The texts are in a white rectangle. The white rectangle made a contrast with the colourful package background. Also shows a feeling of the minimalist design.

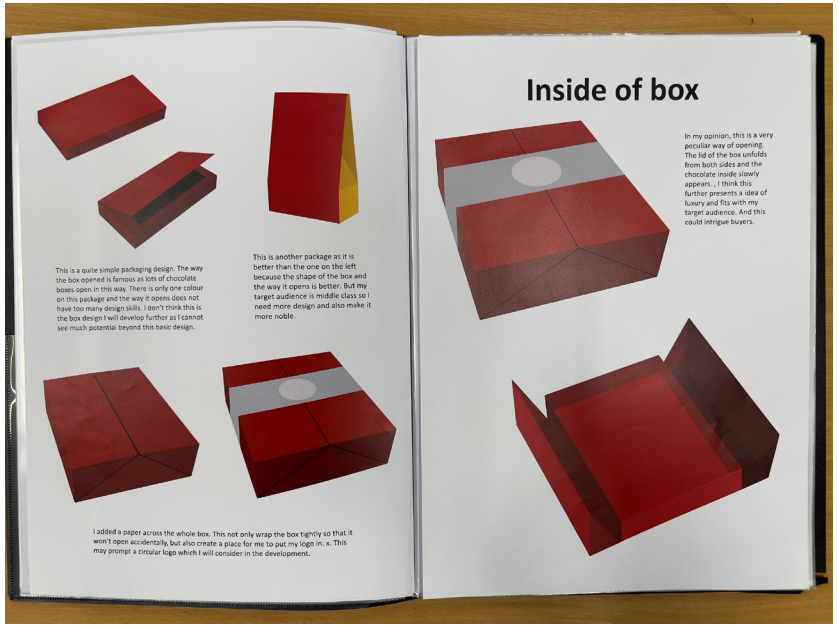
Initial Idea 1: Rich Choco
Chocolate Forms
These are my chocolate form, the first design on the left implies the 4 different symbol of the chocolate.
This is my second idea, it is not the chocolate form but the outlook of it.
Chocolate Logos
I add the heart, spade, diamond and club into crosses which makes the audiences focus on the cross.
Rich Choco
The crown on top of the logo suggest the royal atmosphere of those cards as the chocolate forms.
Chocolate Box
These are my chocolate boxes, for the top one, I made the cover as the most famous playing cards brand which makes it seem more realistic and it possibly fits with my second chocolate form as both of them are imitated in reality.
The second chocolate is formed by lots of little symbols of heart, spade, diamond and club in background. The name of the box are on the upper half of the box and the feature of playing cards are on the second half.
Initial Idea 2: The Planet
Chocolate Forms
The top of the chocolate form is mainly the form of planets which emphasised the name of this project. Different colours suggest different tastes.
The second project is the alien. I was thinking about another design and I think alien can fit with the topic of planets, it is based on the logo "Alien Wave".
Chocolate Logos
Planet
These two are my logos. The first one is a circle which shows the shape of a planet. The second one is the Saturn. You can recognise it because there are some asteroids surrounded. It is also a quite special planet among all of them.
Chocolate Box
I put the feature of the solar system in both of my packaging ideas. The first one is simpler than the second one. As I only used different degree of grey. The second one is the schematic diagram of the solar system.


Initial Idea 3: Paris
Chocolate Forms
The colour of the Eiffel Tower in this chocolate form is similar to the chocolate box. The shape of the box is a cone which has the same shape of the real Eiffel Tower.
The form of the heart shaped chocolate form fits with the chocolate box with hearts covering on it.
Chocolate Logos
Paris
Paris.
I decide to put the Eiffel Tower instead the a which is also related to the city Paris. The adding of the Eiffel Tower also makes the logo less monotonous. It is also evident in the second logo as I stretch the word P and add a period at the end to make the logo more interesting.
Chocolate Box
There is a flag of France on top of the chocolate form. Paris has the feeling of romanic so I add features of hearts on it which implies the symbol of love and sweet. The contrast between the black line drawing of the Eiffel Tower and the red heart create a visual contrast and I really like it.
Initial Idea 4: Pharaoh
Chocolate Forms
Theses are my chocolate forms, the first one on the very left is my first idea and it is covered with dark brown. The second idea is based on the staff of Ancient Egyptian Pharaoh. I use lines in adobe illustrator to draw the shape of the staff. The form of the chocolate fits with the name of the idea.
Chocolate Logos
The first logo I made is a little geometric, it is also based on the shape of pyramid which is a triangle. The second logo is based on the symbol usually painted on murals to represent the Pharaoh. The symbol is famous which can make the audience understand the theme of this chocolate straight ahead.
Chocolate Box
This is a 3D triangle that can fit with the Pharaoh's staff chocolate forms. I choose these 2 colours to suggest the colour of chocolate and the colour of soil.
This is based on a pyramid shape. There is a glass cover on

Initial Idea 5: Tik-Tok
Chocolate Forms
These two are my chocolate forms, I think the main object to make the clock work is the gear so I made the gear as one of the chocolate form, which will fit with my first chocolate box on the left. There are several shapes on my second chocolate form, the two long rectangles are the pointer, the rest of those shapes will be placed on those numbers as a decoration which is related to my second chocolate box idea.
Chocolate Logos
iK-TOK
Tik-tok
Both of my logo are round. The first one is a clock and I combine the minute hand and the line to form the letter T and the rest of the letters followed. The second logo fit with my second idea both with the colour and features inside the circle. For example the rectangle in the circle is the same as the pointer in the box, and the colour is relevant as well.
Chocolate Box
These are my chocolate box ideas. The first one is mainly a clock with a glass covering on the chocolate box and below it are chocolates. There is still a clock inside the box but instead on making a clock on it, I uses the chocolate form to make a clock which seems more interesting and the red box can attract audiences.
Initial Idea 6: Spring
Chocolate Forms
The brown chocolate form is base on a form of currency made of gold that used in ancient China. Nowadays, people see this form of currency as a symbol of lucky that they usually buy them in the Spring Festival. The second form is a firecracker that people will set off them during the Spring Festival.
Chocolate Logos
The first logo on the left is the word "春" that was formed thousands years ago which means Spring. It is interesting because you can see that the words are formed with three trees and one sun suggesting vitality. This will attract the audience because the form of the word is special. The second logo is also the word "春" whereas it is in a relatively geometric shape with squares and straight lines.
Chocolate Box
These are my chocolate boxes. All of them have the background with red which suggest lucky. I put the second logo idea in front of the box. On the second box, I put a couplet on the both that was written by me during Spring Festival.

Developing My Chosen Initial Idea
Chosen Initial Idea Development
Packaging Form
This package does not associated with my initial idea theme but it is the package I want to make for my own design project.
CAJA ROJA
The width is a bit wide. I can change it in a better form in Illustrator. The colour of the box is similar to my couplet so I need to choose another colour for the box.
I developed all of these ideas on Illustrator in 3D.

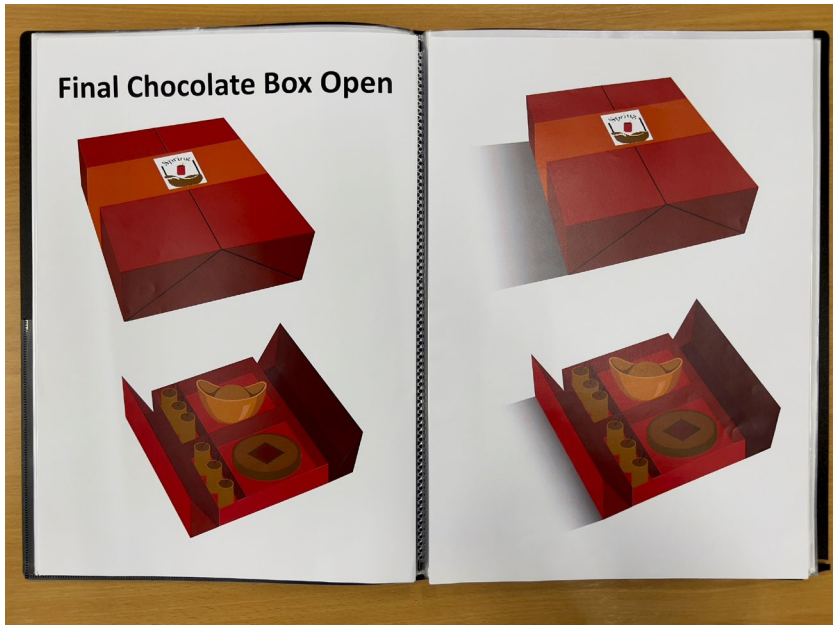
Pearson


This is a quite simple packaging design. The way the box opened is famous as lots of chocolate boxes open in this way. There is only one colour on this package and the way it opens does not have too many design skills. I don't think this is the box design I will develop further as I cannot see much potential beyond this basic design.
This is another package as it is better than the one on the left because the shape of the box and the way it opens is better. But my target audience is middle class so I need more design and also make it more noble.
I added a paper across the whole box. This not only wrap the box tightly so that it won't open accidentally, but also create a place for me to put my logo in. x. This may prompt a circular logo which I will consider in the development.
Inside of box
In my opinion, this is a very peculiar way of opening. The lid of the box unfolds from both sides and the chocolate inside slowly appears. , I think this further presents a idea of luxury and fits with my target audience. And this could intrigue buyers.

Typography
I add a leave on the letter "i" which is a very significant feature of spring.
Spring
The connection between words are more chic than other fonts and it is rich in the design.
Spring
Spring
Script, gives connotations of royalty
The formality of the thin line present luxury and class to the buyer
Spring
Logo Design
Spring
These are the two logos I used in my initial idea. I add the topic on my second logo design to make more features on it. However, I think the outcome didn't look very considered or sophisticated.
Spring
Spring
These are the two logos I chose to develop. The green colour in the first logo emphasise the feature of Spring and also suggest a feeling of cleanness and healthiness. I made the second logo because the font suggest luxury. However, I think the logo is quite simple so I need to work on it more and add more features in it.

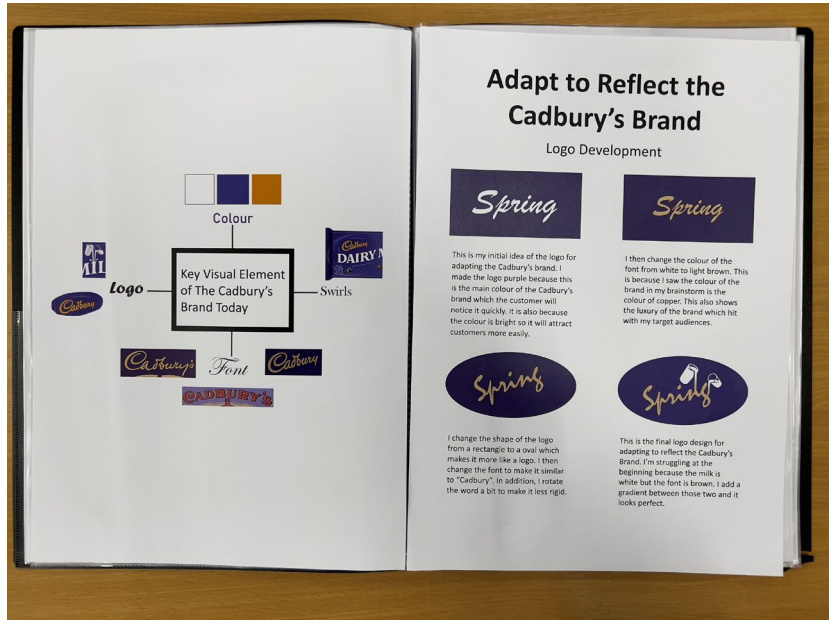
Logo Development
Spring
This was my initial attempt at a logo. into the colour of green which fits with the colour of Spring. Similarly, the brown circle inside the letter "p" shows the colour of chocolate.
Spring
I made the font thicker so that the brown circle inside the letter "p" fits better. I also reduce the length between each letter so that the logo is minimized and gathered.
Spring
I add a background behind the logo so that the logo won't be mixed with my chocolate box. However, I think the colour of the background is similar to the word and leaves.
Spring
I changed the colour to red so that it fits with my colour of the chocolate box. In addition, I passivated the sides of the rectangle in order to make it less conspicuous.
Spring
This is my first idea of a logo and I only think about combining the word and chocolate together so its not looking good.
Spring
I then think about adding features same as the first logo design to also suggest Spring. Then I add rectangles around it to circle things up to make it less messy.
Spring
I'm not satisfied with the chocolate wave at the bottom so I redrew one and this one is much better. However, the leaves appeared in both logo, I think it's repetitive so I decide to change the leave.
Spring
I changed the leave into a fire crack which makes it more likely to be a chocolate in Spring Festival. The flame on the fire crack makes the logo more vivid. I really like this logo. I also made it shorter which makes it closer to a normal square logo.

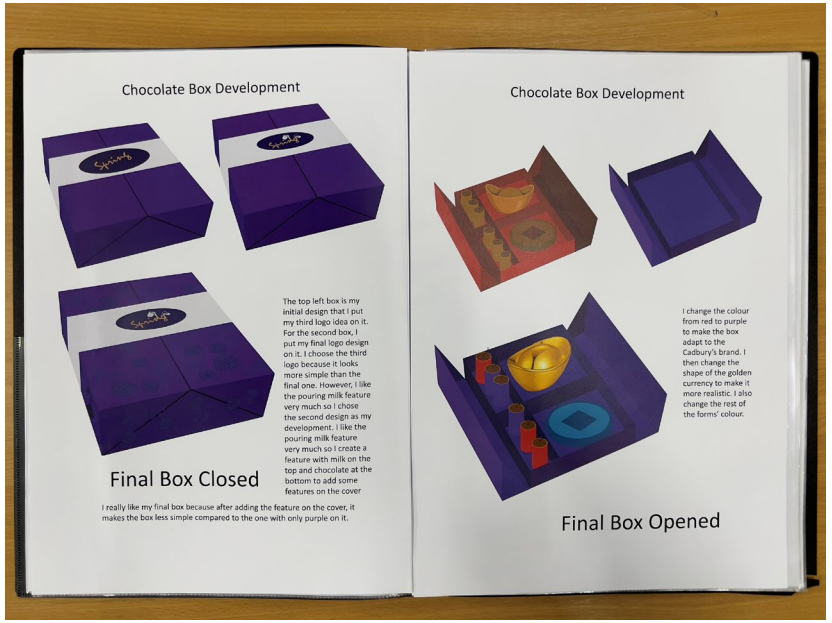
Chocolate Forms
These are my possible chocolate logos. The top left corner one is base on a form of currency made of gold that used in ancient China with a very large denomination. Nowadays, people see this form of currency as a symbol of lucky that they usually buy them in the Spring Festival. The second form is a firecracker that people will set off them during the Spring Festival. The third one on the top right is another form of currency normally made of copper. It is more common in ancient China. Similarly, it is also a symbol of lucky that people will have during spring festival.
Flavour Indicator
Lucky
Spring
Eclipse
Boom
This is my flavour indicator as I put my chocolate logo in the middle of the paper, and I put the chocolate forms in the corner and on the side with names and description on the paper.

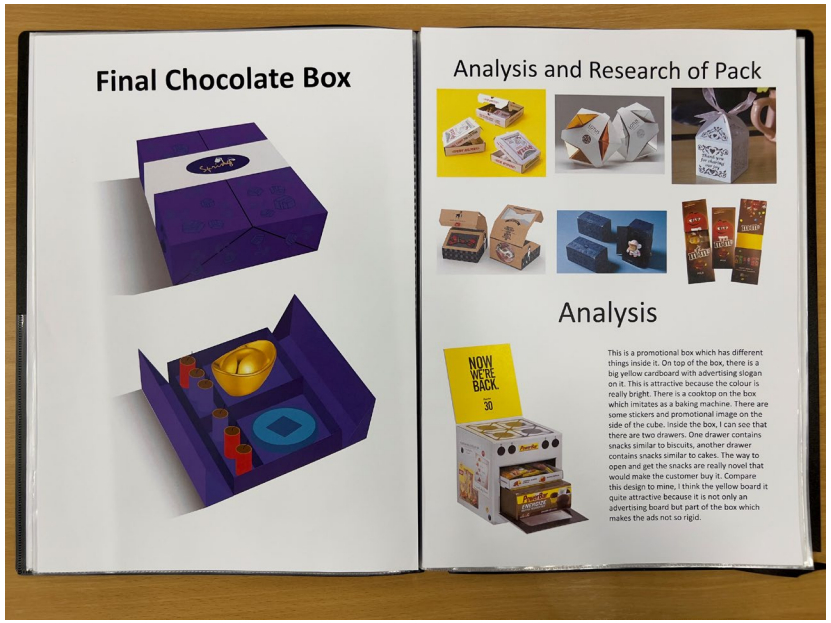

Final Chocolate Box Open

Cadbury's Brand Evolution Timeline
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 the Cadbury's brand identity, and how this could also be adapted to a promotional box and point of sale display, as part of a wider marketing campaign.
Working method:
• 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.
• Adapt your final full-size chocolate box design to reflect the Cadbury's brand identity, including the key visual elements associated with the brand.
• Design and develop a promotional box holding 1-3 chocolates that responds to the full-size box.
• Design and develop a marketing campaign for your new chocolate product, including a point of sale display in which your promotional products could be arranged.

Cadbury's Brand Evolution
This is the Cadbury's Diary 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 texts. The cleanness of purple and the bright red colour are attractive that will attract other peoples attention.
1905
1915
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 "Diary Milk" on the flag appeared again which suggest that the design still uphold some tradition.
1950
1966
This package was designed in 1966. the words has become sided. 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 or feature of the pouring milk to attract the audience.
1969
1982
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.
1990
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.
1998
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 a drawing feature but more realistic. It makes the audience have a stronger desire to buy the chocolate with the milk embedded in chocolate.
2003
There are also lot of changes in this design in 2003. From this package, overall, I can see that the colour is more electronic rather than printed. The packaging materials changes from paper to plastic which suggest the symbol of stepping into modern design. On the bottom left of the package, the chocolate was encased in purple liquid which makes the audience feel like the chocolate will melt as soon as it goes inside their mouth.
2011
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.
2018
In this packaging that was designed really lately in 2018, there are Remembrance Flowers in the packaging in order to commemorate those who dies in World War I & II to be more realistic, they changes the template of the package back to the form in 1915 which makes the design more reductive. I can see that the designers changes the colour of the brand into a brighter metal copper with gradient on it showing the metallic lustre.
2020
This package was designed in this year, 2020. I can see that the logo of the brands name doesn't change. However, the pouring cup has changed from glass material into a chocolate material which was shown in the package. This seems more interesting because it combines the symbol of milk and chocolate together.


Adapt to Reflect the Cadbury's Brand
Logo Development
Colour
Key Visual Element of The Cadbury's Brand Today
logo
Swirls
Font
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 less rigid.
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
The top left box is my initial design that I put my third logo idea on it. For the second box, I put my final logo design on it. I choose the third logo because it looks more simple than the final one. However, I like the pouring milk feature very much so I chose the second design as my development. I like the pouring milk feature very much so I create a feature with milk on the top and chocolate at the bottom to add some features on the cover
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
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 Box Opened

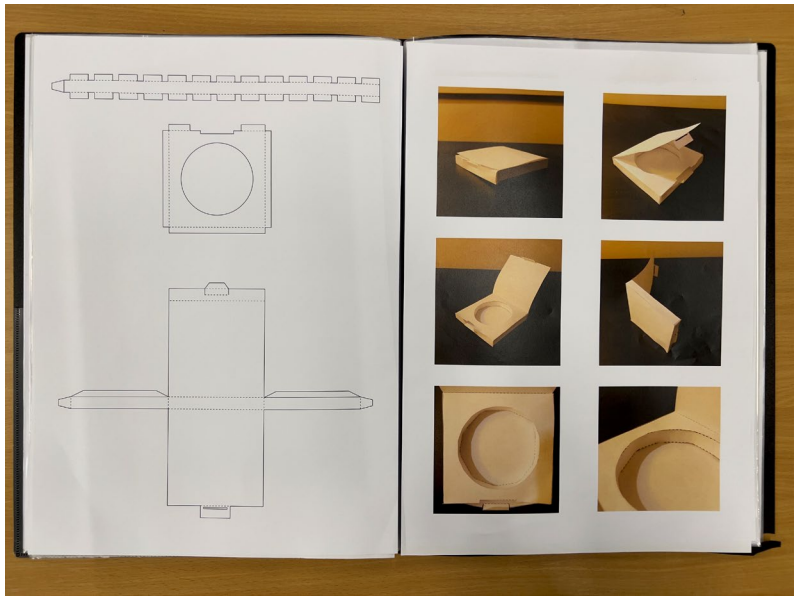

Final Chocolate Box
Analysis and Research of Pack
Analysis
NOW WE'RE BACK
This is a promotional box which has different things inside it. On top of the box, there is a big yellow cardboard with advertising slogan on it. This is attractive because the colour is really bright. There is a cooktop on the 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 it quite attractive because it is not only an advertising board but part of the box which makes the ads not so rigid.

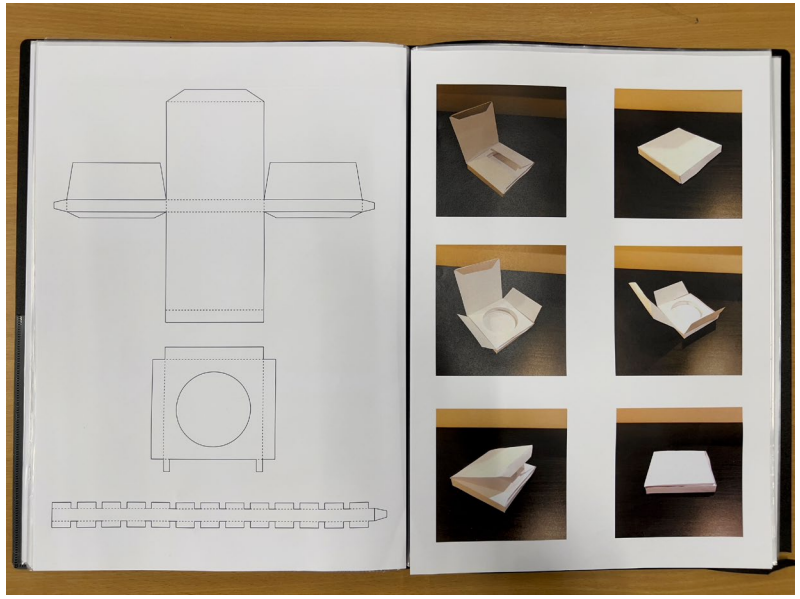
This is a promotional box with an inspiration through a chicken. "This chicken provides comfort and nourishment during stressful air travel," the side of the box reads. "Unlike other chicken, it is marinated in real Louisiana spices for 12 hours and must be permitted to fly without restriction. Do not 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.
Promotional Packaging Ideas
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.

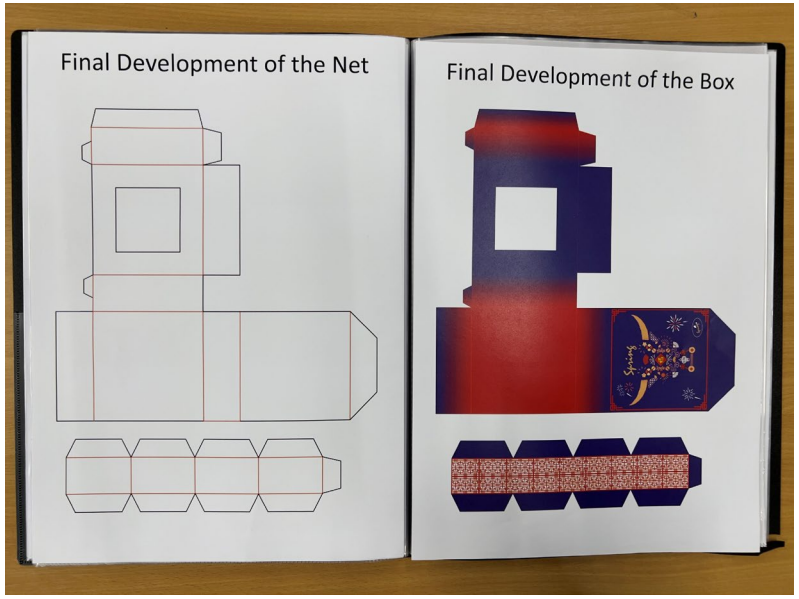
This is a cylinder with a big transparent circle on top of it. This can make the box simple and can let the customer see the box straight ahead.
This is a handbag style of promotional box that have a wine bottle shape of transparent plastic circle that fits with the shape of the cracker chocolate box.
This is a model car box. I like this because the two side 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
Tis 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 open 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.
Distribution
Advertising
Media
Marketing Campaign
Promotion
Display
Merchandise

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 is hard to get stuck.
The side and the bottom of the rectangle are not connected to each other. So I need to add extra place 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 stabilise the lid with the box. If I but it too small, the tab on the lid won't fit inside the box
When I cut the circle down from the net, I realised 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






Final Development of the Net
Final Development of the Box

Point of Sale Display Analysis
SNICKERS STATION
3D DESIGNED BY Fahad Ali Ajmoni
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.
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 suggest 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.

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 costumers' 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 word 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 where cherry blossoms gracious 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 have the feeling 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 side 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 an 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.

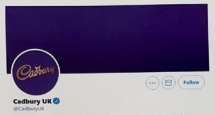
I made this t-shirt similar to an Off-White T-shirt with captions on the back.

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 are 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 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 taste they are imagining. 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 emphasise 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 likes 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 while 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 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.

Pearson

Standard Mark - 52