

GCSE 2016 Art & Design



U367
Background image: © solarseven
Origami: © Justin Hoffmann & Mark Bolitho Pearson Education Ltd



Component 1 – Graphic Communication Level 6



Candidate 1

Graphic Communication – Level 6

AO1	AO2	AO3	AO4	Total
15	16	16	16	63

Examiner comment:

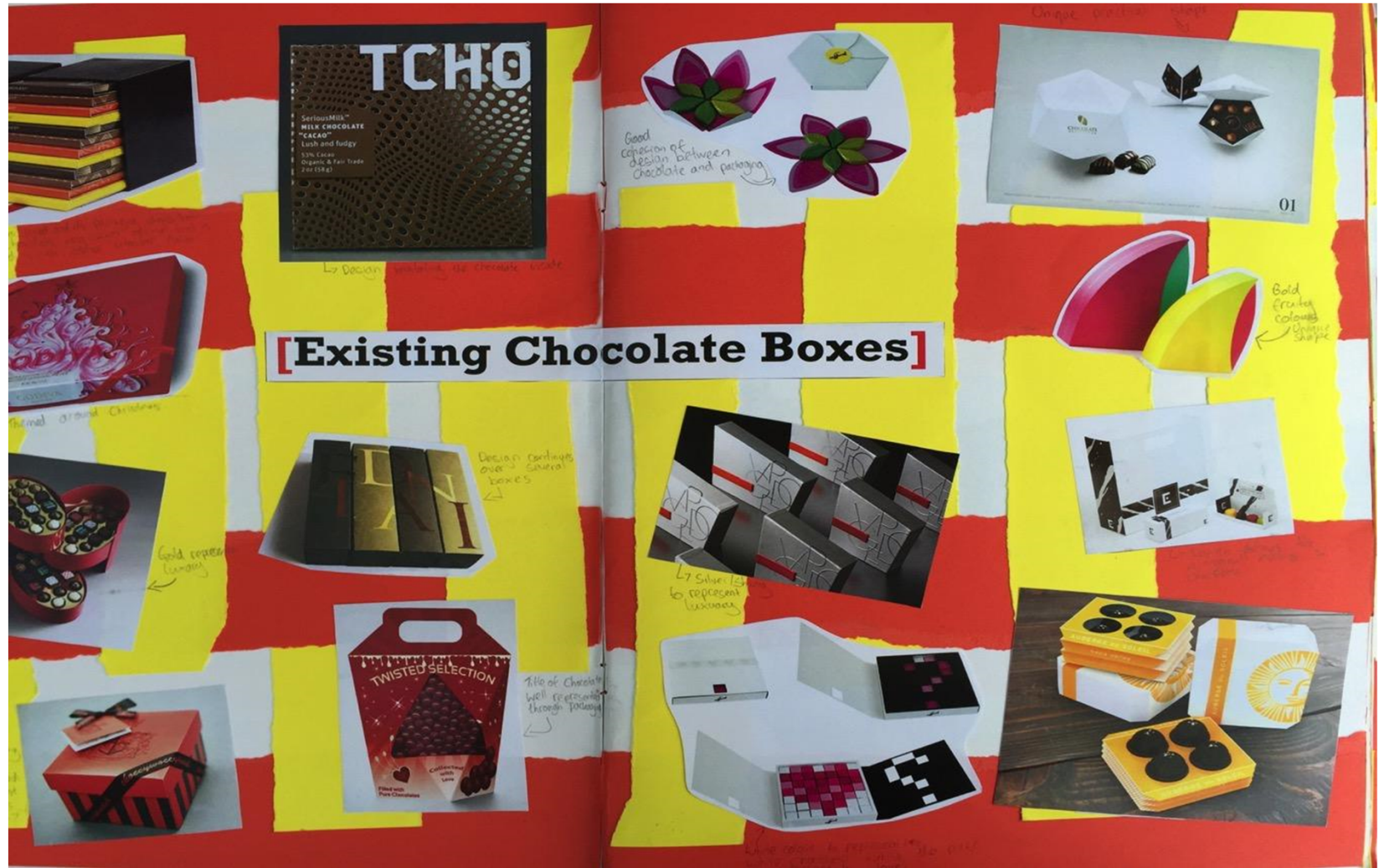
AO1: Fully confident and assured ability – Level 5

AO2: Just exceptional ability – Level 6

AO3: Just exceptional ability – Level 6

AO4: Just exceptional ability – Level 6

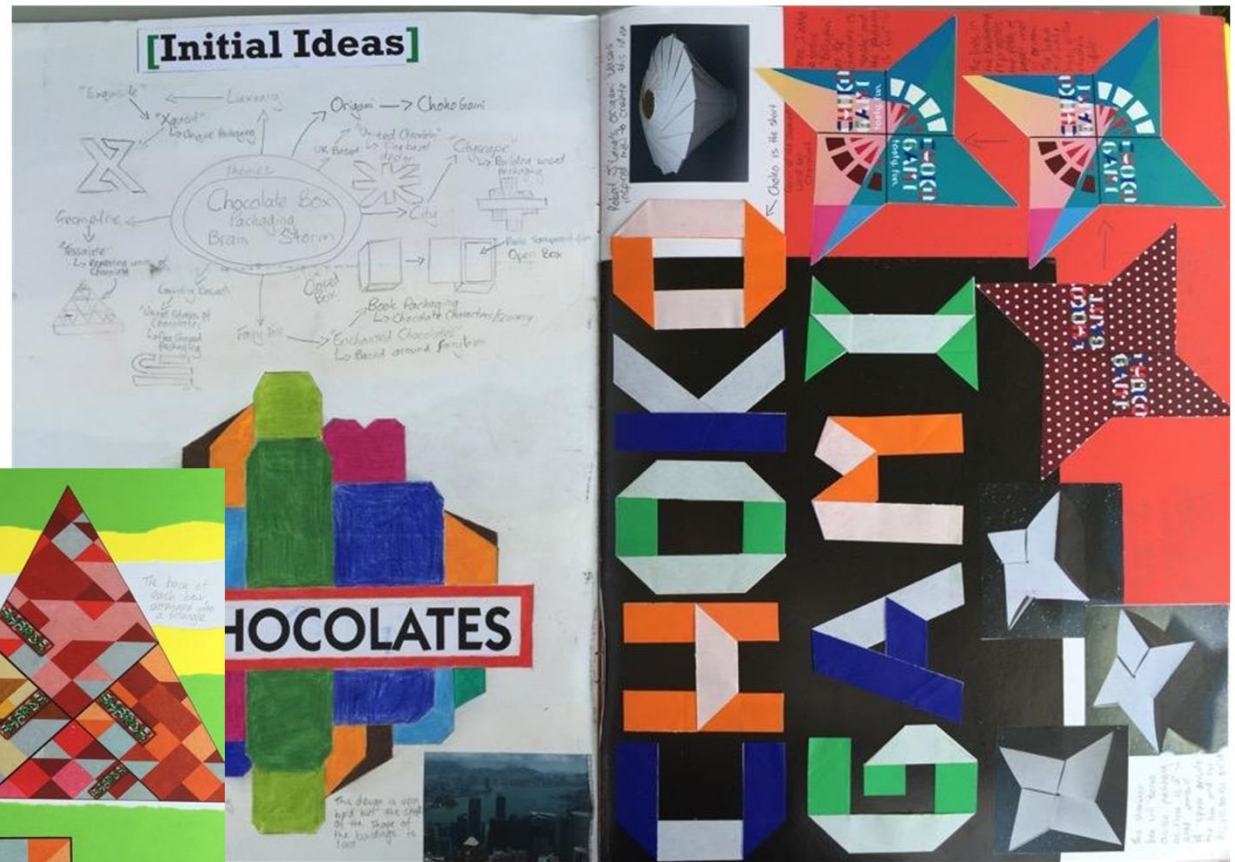
Total of 63 marks overall.



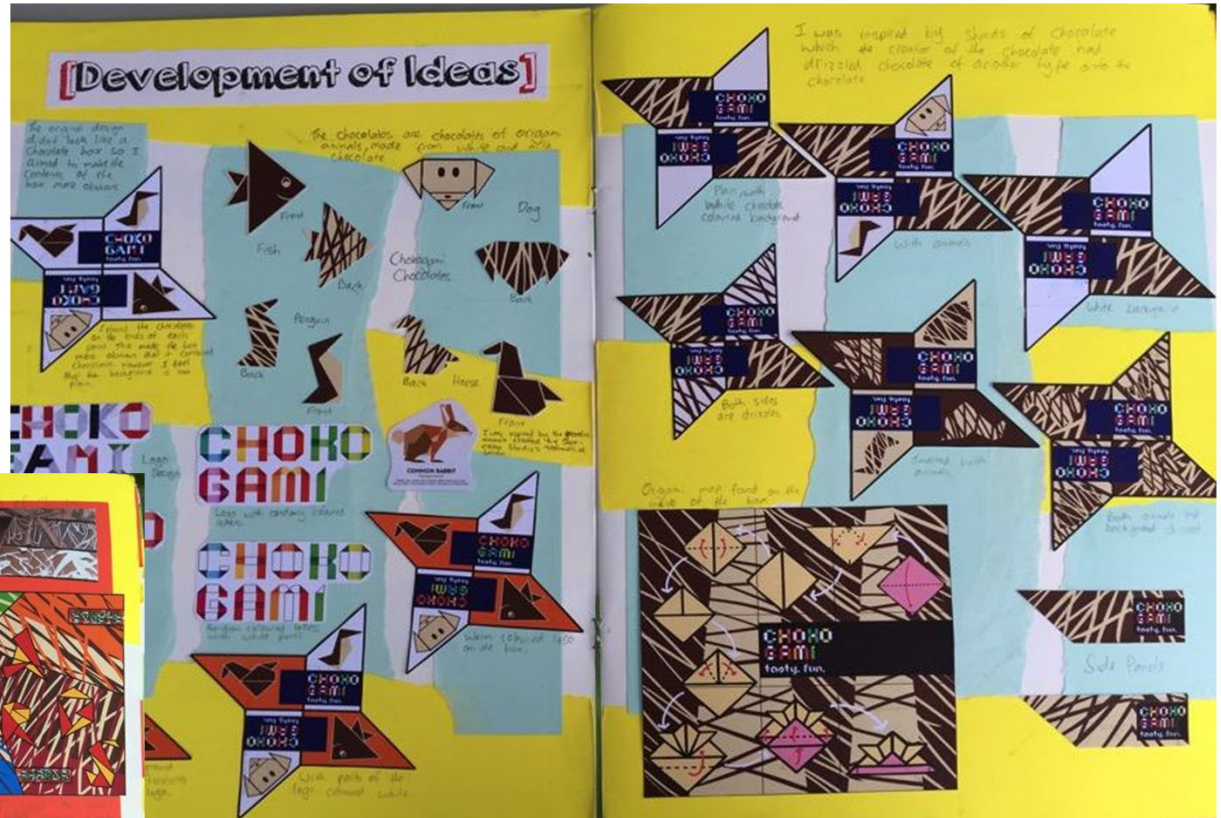
63 marks



63 marks



63 marks



63 marks



M O S E U M

THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

[Christmas Magical Boxes]



These 'Christmas Magical Boxes' are a collection of boxes which were created for people to gift someone for Christmas in 1971. The quirky nature of the boxes reminded me of 'SHARDS' box which connects together to form a picture. Unlike my design though, this box can be assembled in several different ways to form different pictures. It can be placed together in a line to show leaves or placed together to form an eagle. The fact that there is four boxes encourages sharing, with a box for each person. This aspect adds another element which encourages user interaction which will lead them to wanting to buy more of the product to give to friends. There is text on one of the boxes which says 'A Merry Christmas 1971 To ___ From ___' this encourages people to gift the boxes and buy the boxes for others. The colours used in the leaves reminds me of the colours used in Christmas lights which fits the Christmas theme. The large variety of colours used on the boxes and the playful nature of the boxes suggests that this box is for children, however since this was marketed for a Christmas market, the target audience is everyone. This is due to the fact that at Christmas everyone acts like children are attracted to things that would usually be marketed for children. Each box contains a different brand of chocolate, the brands of the chocolates clearly stand out from the background behind them. The white colour of 'Malteasers,' 'Peanut Treats,' and 'Galaxy centres' stands out from the relatively dark coloured leaf. The dark colour of the 'Galaxy counters' contrasts to the light yellow leaf. This makes all of the brands easy for consumers to see. However if you didn't know that these brands were chocolate brands then you wouldn't know that there were chocolates inside. The name of the box 'Christmas Magical Boxes' are stylised in a very curvy thick lines almost like someone has neatly written the title. This makes the box seem more personal. Since the box is made from 4 smaller cubes made from card, it is very easy to manufacture. The net of a cube can also be efficiently packed to limit wastage.

[Cadbury's Inspirations]



'Cadbury's inspirations' is a discontinued collection of chocolates created by Cadbury. The chocolates inside the box are depicted with simplified cut out versions of the chocolates, showing little detail about the chocolates. The colours of the cut outs are white, brown and black suggesting the type of chocolate (white, milk and dark chocolate respectively), that makes up the chocolates inside. This makes the consumer interested to find out what is behind the mysterious shapes and wonder how the chocolates actually look and taste like. To add to the mystery the white chocolates are still coloured white and blend into the background. The only way that we are able to see this chocolate design is through the shadow casted by the cut of the design on the box's outer sleeve. The chocolate design along with the white background makes the whole box look very polished and sophisticated. This box would have contrasted to anything else on the market at the time as the simplified chocolates gives the box a modern look, more modern than anything else at the time this box was sold in the 1990's. Most other chocolate boxes at the time were full of gradients and bright colours. So much so that this box would stand out on the shop shelves. The white background not only enables the chocolates to be easily seen but also enables other coloured things on the box to stand out as well. The title is blue which links this box to the original 'inspirations' box. It is also in a serif font to show how traditional and sophisticated this box of chocolates are. However the title is in lower case which give a very informal and casual feel. The juxtaposition of the two, will appeal to the chocolates' target audience of working class adults, who want something special yet informal. The silver sides of the box are similar to jewellery and emphasises the luxurious nature of the chocolate. The Cadbury's logo is easily seen near the middle of the box. Apart from the logo, the shiny elements of Cadbury chocolate wrappers are present in the box. Through the shiny brown chocolate motif and shiny silver sides of the box. However the branding on this box is weaker than other Cadbury boxes as its iconic purple is nowhere to be seen. This could have been done to emphasise the chocolates and the theme of the box over the actual brand. The box is square shaped, with a sleeve with cut outs of the chocolates, which opens to show a tray of chocolates. With such a simple shape/design this can be easily mass produced, however there are elements of the box which are shiny which may make the box slightly harder to manufacture than a box with normal colours.

This design has evolved over time from its quirky rectangular pull drawer carton in 1989 to a sophisticated chocolate tray nearly a decade later in 1998. The original box is covered in colourful floral pattern to attract adult women to the chocolates. The title font here is in uppercase, serif and curved which made the font look "magical." This in turn gives the impression that the chocolates are also magical in taste and that nothing but magic could have created these chocolates. The box changed later to seem more sophisticated. The changes made also opens up the target audience to men as well as women.

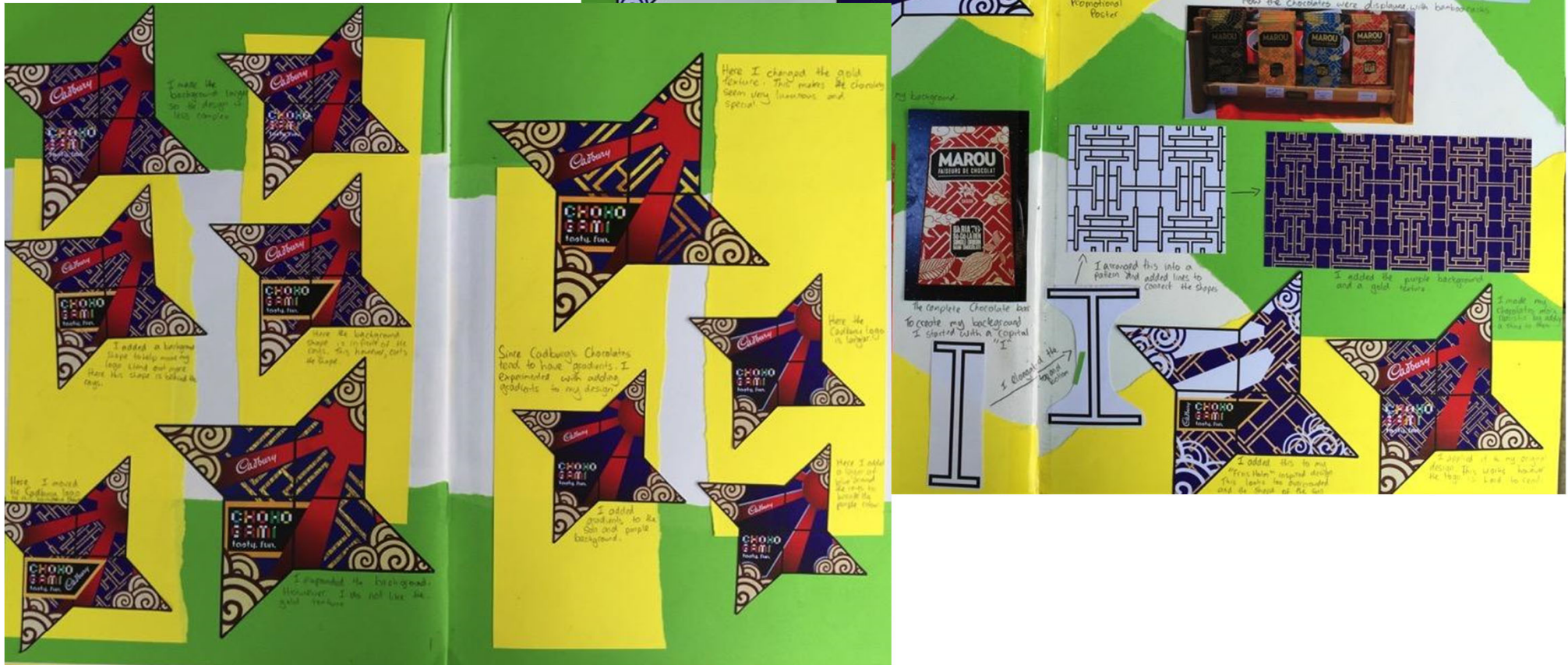
63 marks



63 marks



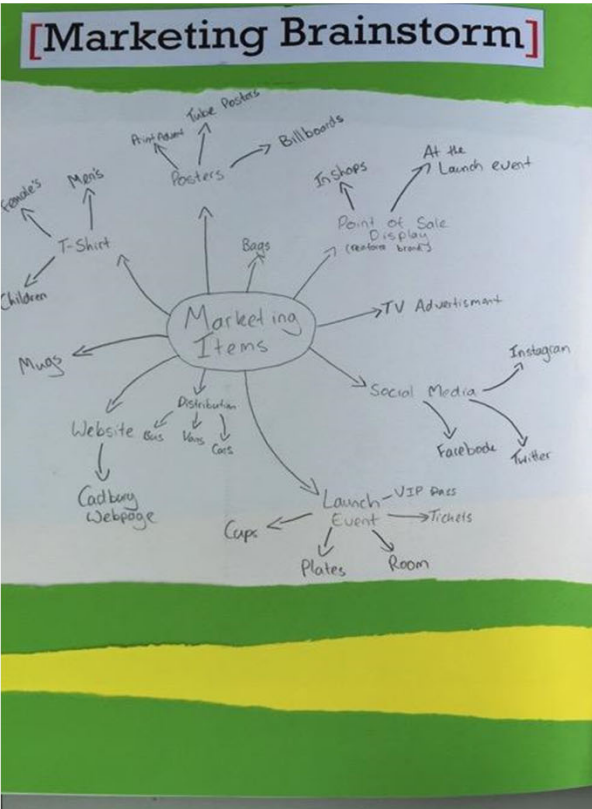
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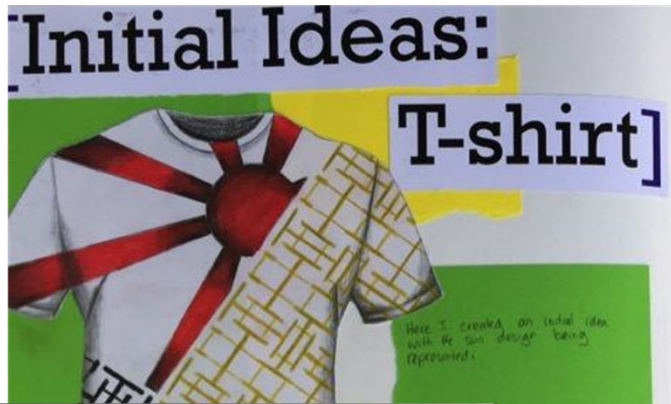
[Marketing Research]



63 marks



63 marks



63 marks

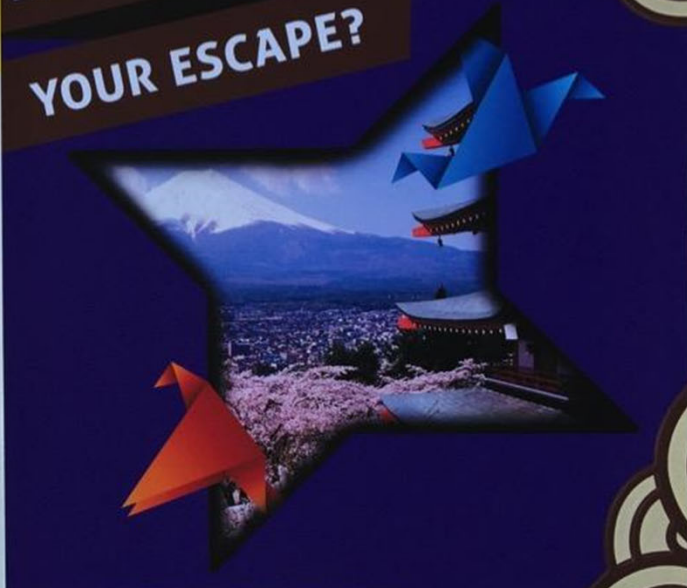


[Poster]

Here the chocolate are providing an entrance to Japan. The slogan matches the idea. The chocolates are around to show that the product is a chocolate product.

Cadbury (Drinking Chocolate)	Cup hands here comes Cadbury	Drink
Cadbury Cream Egg	How do you eat yours?	Food
Cadbury's Cocoa Essence	Absolutely pure	Drink

HAVE YOU HAD YOUR ESCAPE?



CHOKO GAM!
tasty. fun.

HAVE YOU HAD YOUR ESCAPE?

HAVE AN ESCAPE

WHEN YOU ARE DONE WITH BORING CHOCOLATES

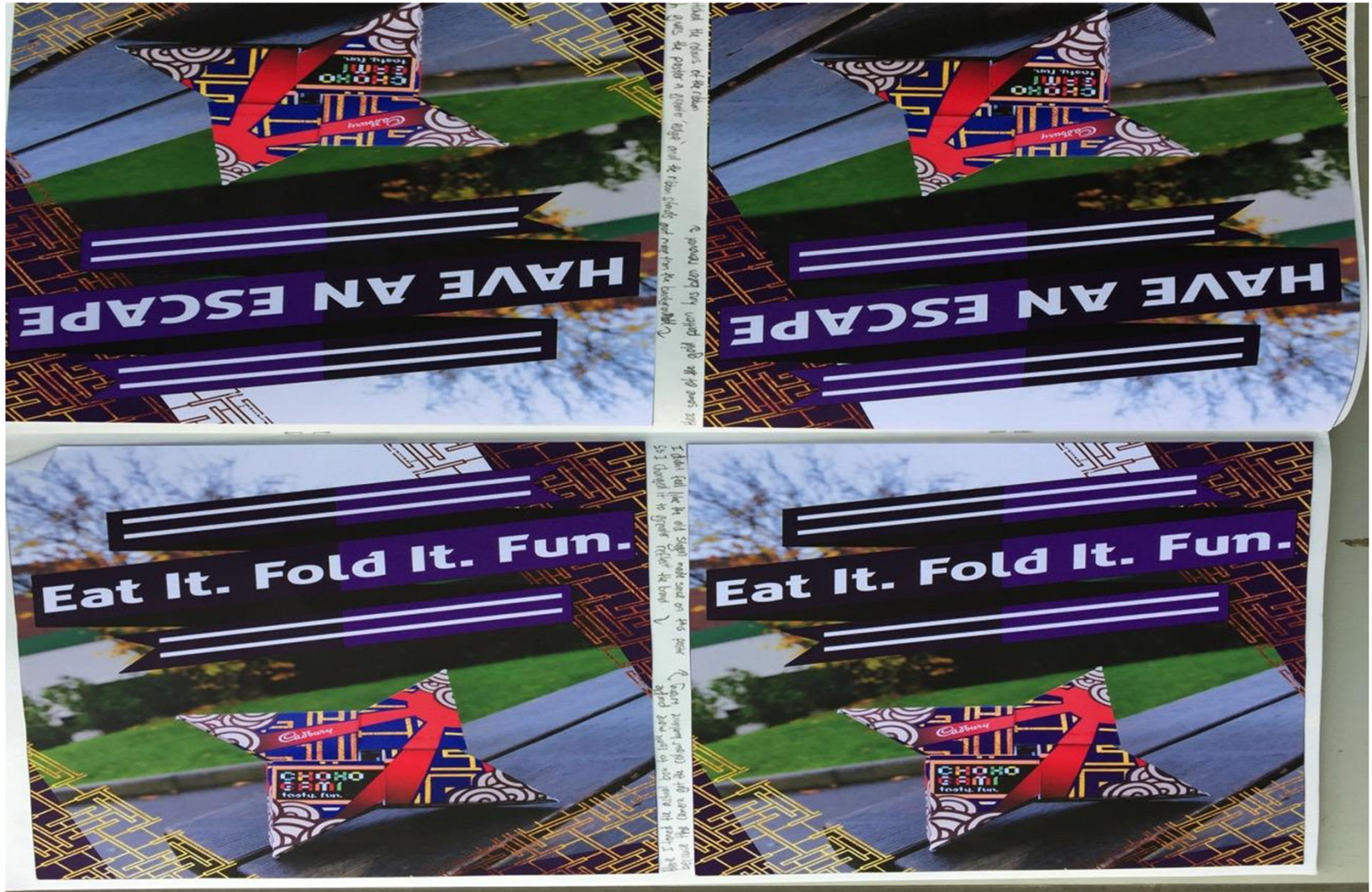
CHOKO GAM!
tasty. fun.

First Hand Photography

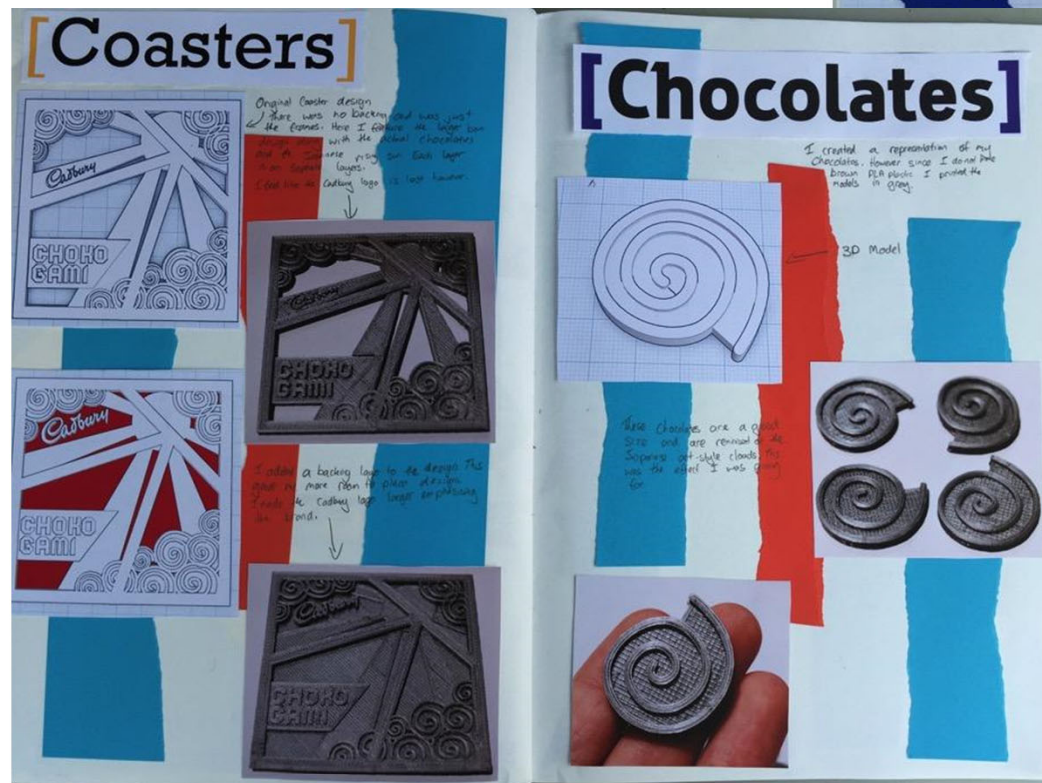
I decided to include my actual chocolate box in the poster. I took a number of images with the chocolate box. Since 'Chokogam' is foreign, I took these pictures with a typical background that everyone is used to.

Here I took a paper fan to use as a background for the poster. I used a blue and white patterned paper fan to create a traditional Japanese look. I also used a red paper airplane to add a sense of movement and adventure.

63 marks



63 marks



63 marks



[Point of Sale Display]

I started by drawing the shape...
 I feel like the design doesn't work...
 3D printed models

How I used the original design...
 On the inside...
 Repeating characters

I think the paper should be more...

I thought of the...

63 marks



Mock-Exam Preparation

Point of Sale Trial Run



valuation

Point of sale display is bold and representative of both the Cadbury and CHOKOGAMI brands. The brand names are clearly shown on the point of sale display. The Cadbury purple makes up the background of the display. Since origami is Japanese, I have included several motifs from Japan. I have arranged the chocolate into Japanese inspired clouds. The sun from my chocolate box also makes an appearance here to serve as a connection between the chocolates and the point of sale display. The shuriken further emphasises this. It is also a simplified pagoda which is in the Cadbury gold colour. I feel like the whole display is balanced and stands without supports. In the mock-exam I will add more designs/brands to the side panels. I will also ensure the continuity of the designs on the front to the side panels.

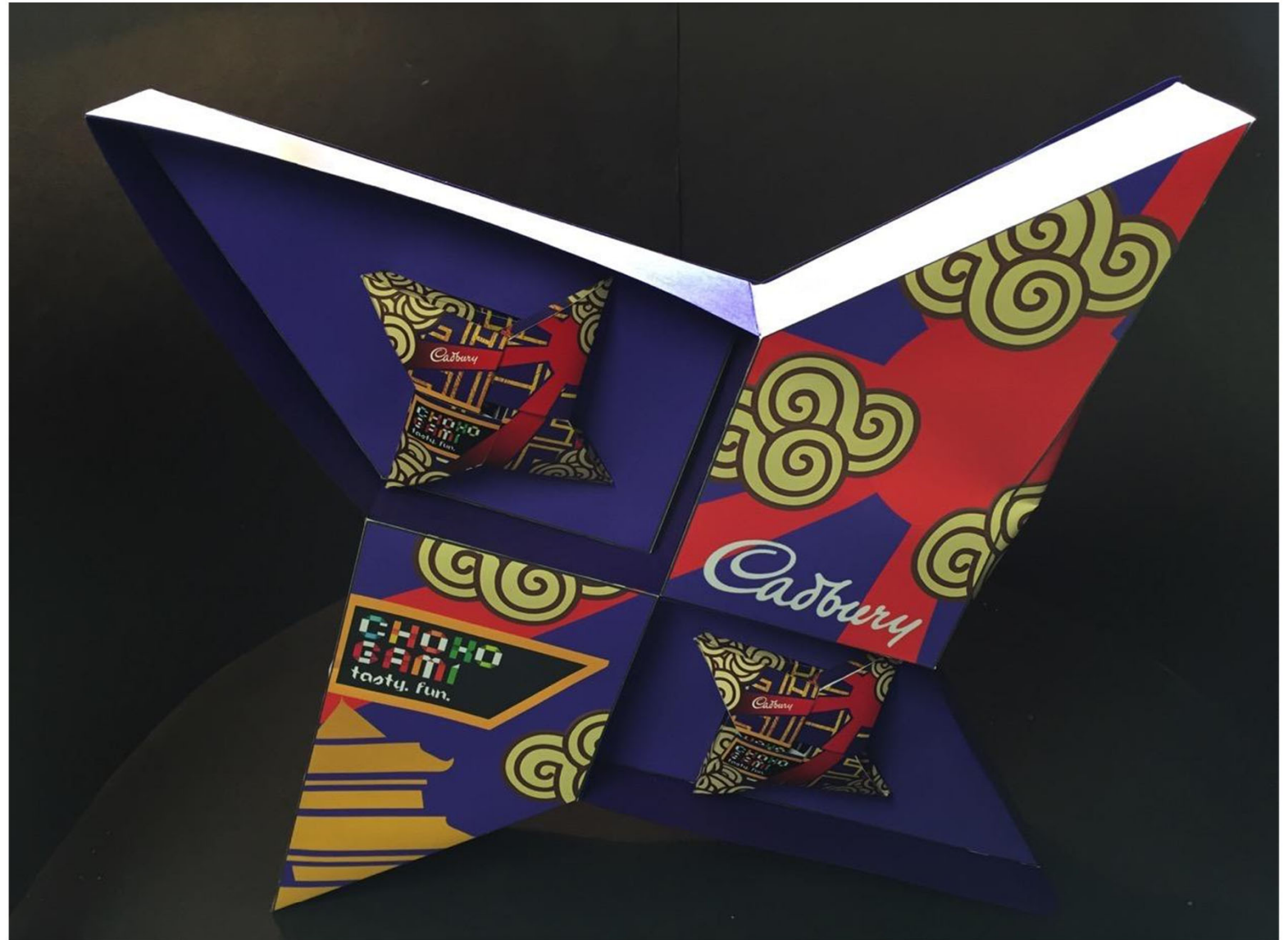
[Presentation Board Plan]



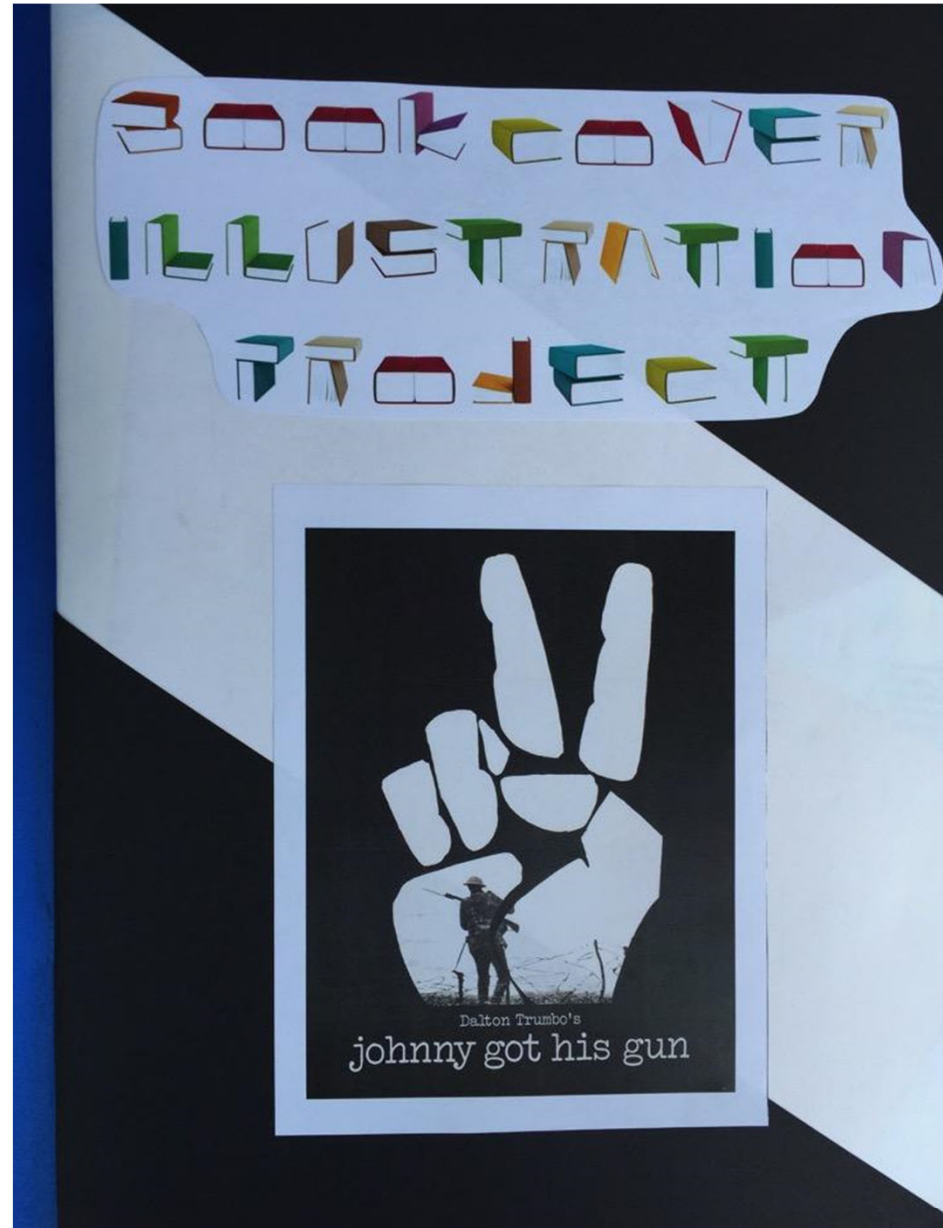
63 marks



63 marks



63 marks



63 marks



63



63 marks



INITIAL IDEAS

Put the guns into our hands and we will use them. Give us the slogans and we will turn them into realities. Sing the battle hymns and we will take them up where you left off. Not one not ten not ten thousand not a million not ten millions not a hundred millions but a billion two billions of us all the people of the world we will have the slogans and we will have the hymns and we will have the guns and we will live. We will be alive and we will walk and talk and eat and sing and laugh and feel and love and bear our children in tranquility in security in decency in peace. You plan the wars you masters of men plan the wars and point the way and we will point the gun.

I developed my original idea with different types of motifs in this case photo's film and the most completed shapes. The bits of gun also contained my idea of being propaganda material - collage interpretations of the gun and its rays.

The reason is simple and that was all the parts of the design are as detailed as possible.

Example of how the propaganda

Here I produced a variation of my original idea by enclosing the image in a torn like-like. Joe (and his opponent) are trapped inside his visible body. I also coloured certain sections as Joe remembers things very vividly e.g. scenes of war.

In the face of obstacles - COURAGE

COURAGE

UNITED STATES

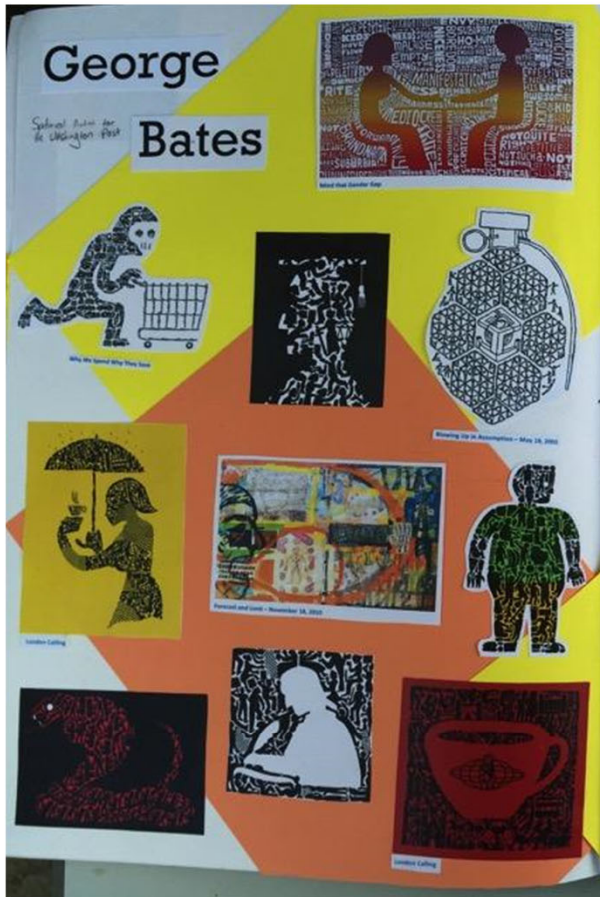
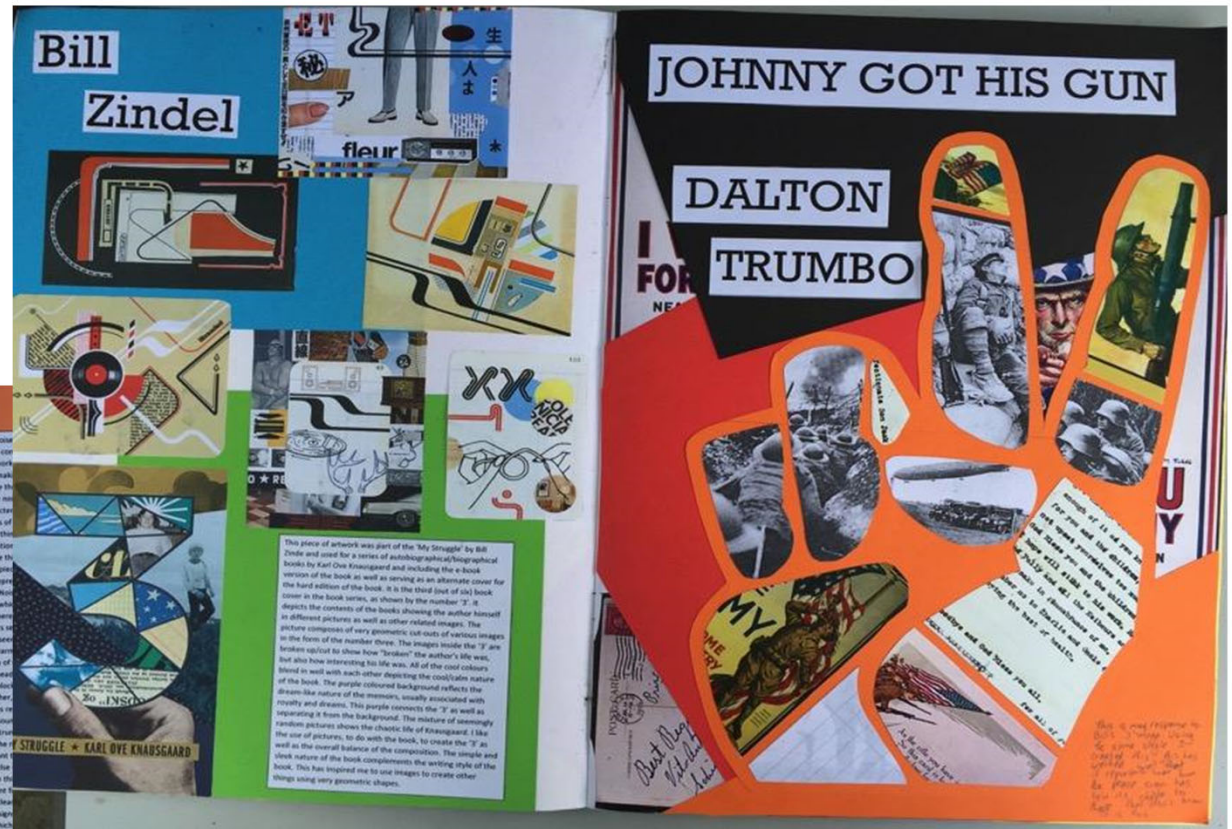
Vibrations were a very important part of communication...the vibrations became a glimmer... when the glimmer became a great dazzling white light

for this quote I began to experiment with photoshop

Here containing the theme of the torso. Since Joe communicates with Morse code I was inspired by the representation in the book and replicated it with Morse code below.

JOHNNY GOT HIS GUN

63 marks



63 marks



[Developing Ideas Using First Hand Photography]

inspired by photomontages I tried to create a photo-mosaic on my first hand recordings. The images would then be some symbol of the wars. I chose war posters or posters of the horrors of war and the values of Joe [?].

In this piece I chose to create them in Photoshop, then filter with my pattern, the layer then desaturated and blend option to overlay. Desaturating the men pattern makes the colours of the war posters stand out more, making the easier to see. However in doing the patterned layer has disappeared in parts of the image.

I wanted to try to show that the success of the nation is made up/down to the people and class of the men in the uniform.

F I R S T H A N D P H O T O G R A P H Y

These photos were taken at war memorials, reflecting in Hyde Park.

Use for images of war, whether brightly coloured - give me a better shot for a photo montage.

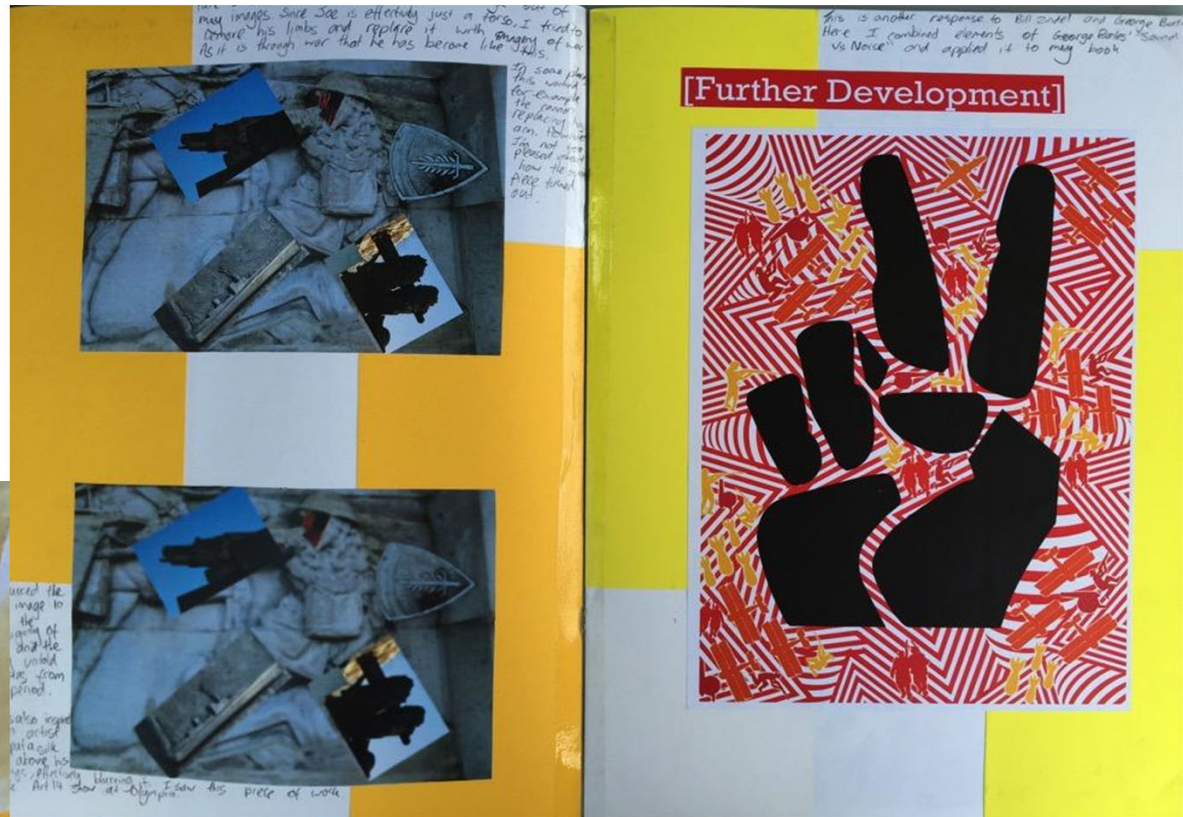
Use to depict the Royal War - one of the war.

Common to show the details of the war.

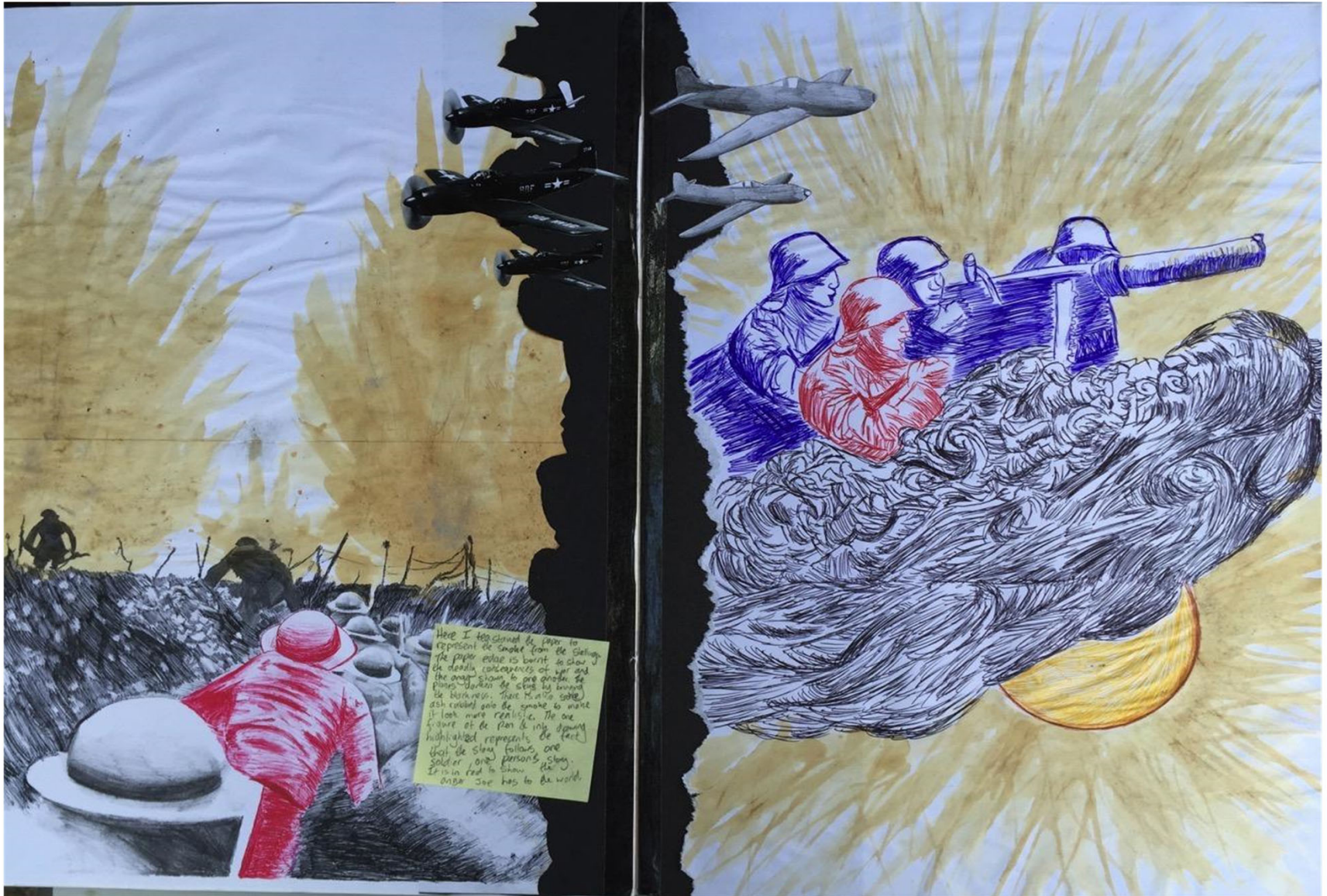
To show remembrance to soldiers between past and future.

Taken at the US Embassy - could use to portray the war.

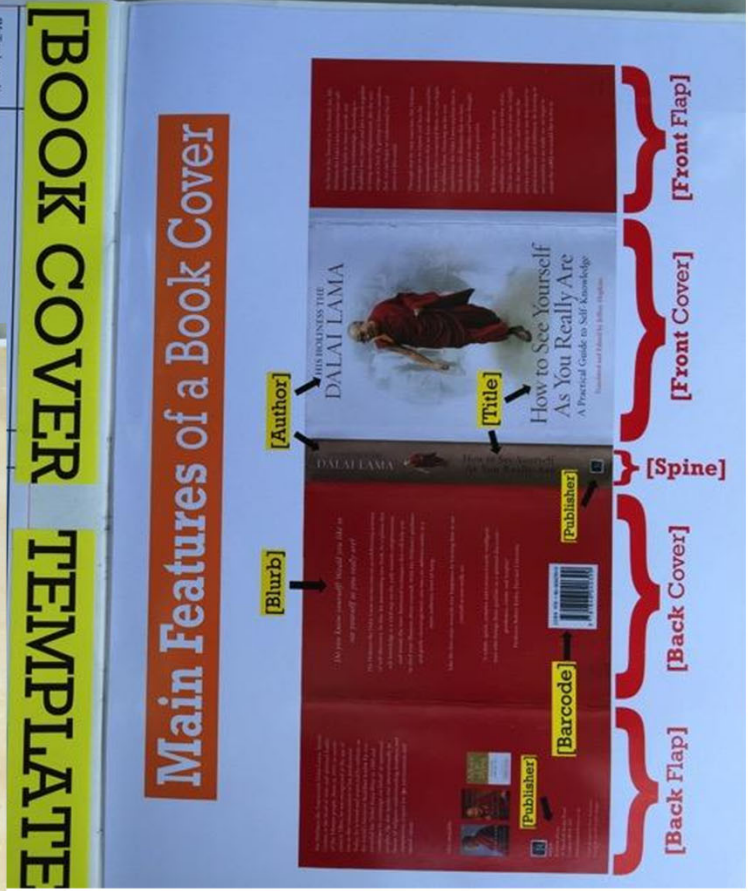
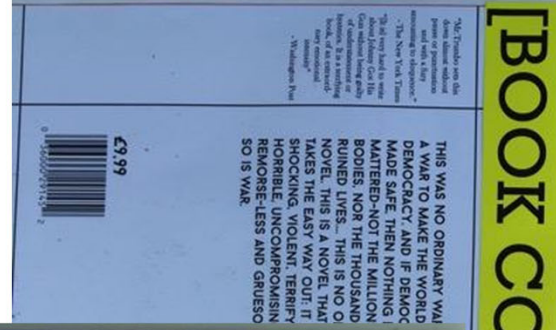
63 marks



63 marks



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63 marks



63 marks



Richard Hamilton

[Richard]
[Hamilton]

YATE MODERN

analysis

piece of art is known as 'Homage to a Crayser Corp' by Richard Hamilton was created in 1957. It is one of the five paintings that shows the relationship between cars and women in advertising, which at the time was becoming a 'cliché'. He was exploring the way that advertisements 'incite attraction to particular body parts.' For example, the curves of a woman can be seen in the curves of a car, the cliché that people are only attracted to things that have curves. He shows the population's desire for the curves and surfaces of new cars. The majority of the piece is made from oil paint with only the woman's lips being collaged on, this symbolises a marker, something that can compare the rest of the piece to. He takes the red colour of the lips and only paints similar things. He paints the red and red parts of the car which matches the colour and shape of the lips. This helps the viewer to make this link between cars and women. He uses black paint to create a sense of depth and allowing for the viewer to develop. The piece looks unfinished to show how everything is still in progress. The curves are irrelevant in advertisement. The curves of the car yet people can still see a car in this piece. I plan to do something similar by leaving out certain details of the soldier as there are many soldiers with their own personalities and stories that are not told. Missing out some details is like our perspective of war, we only understand the general story and not the details.

JOHNNY GOT HIS GUN : DALTON TRUMBOR

JOHNNY GOT HIS GUN

DALTON TRUMBOR

TRUMBOR

JOHNNY GOT HIS GUN

DALTON TRUMBOR

TRUMBOR

THIS WAS NO ORDINARY WAR. THIS WAS A WAR TO MAKE THE WORLD SAFE FOR DEMOCRACY, AND IF DEMOCRACY WAS MADE SAFE THEN NOTHING ELSE MATTERED NOT THE MILLIONS OF DEAD GODS AND THE HUNDREDS OF MILLIONS OF RUINED HOMES AND ORDINARY PEOPLE. THIS IS A WAR THAT NEVER ENDS. THE BASTARD OUTRAGES, SHOCKING AND ENTERRIFYING, HORRIBLE AND COMPOUNDED, BRUTAL REMORSELESS AND GRUESOME. BUT SO IS WAR.

JOHNNY GOT HIS GUN

DALTON TRUMBOR

TRUMBOR

[INSPIRATION]

JAMES PATTERSON

THE NO. 1 INTERNATIONAL BESTSELLER

ROSES ARE RED

HAS ALEX CROSS MET HIS MATCH?

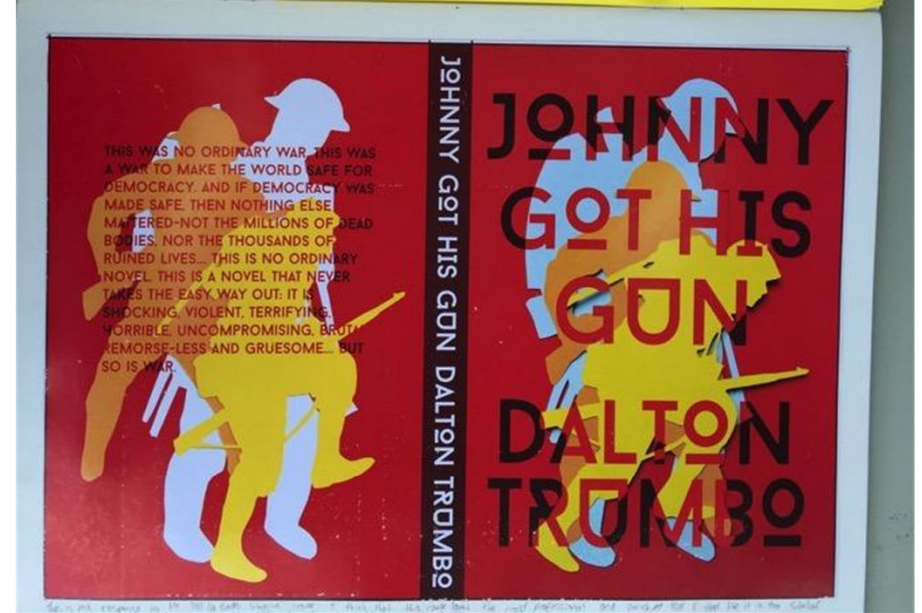
ARE RED

I am going to put some of my previous into this

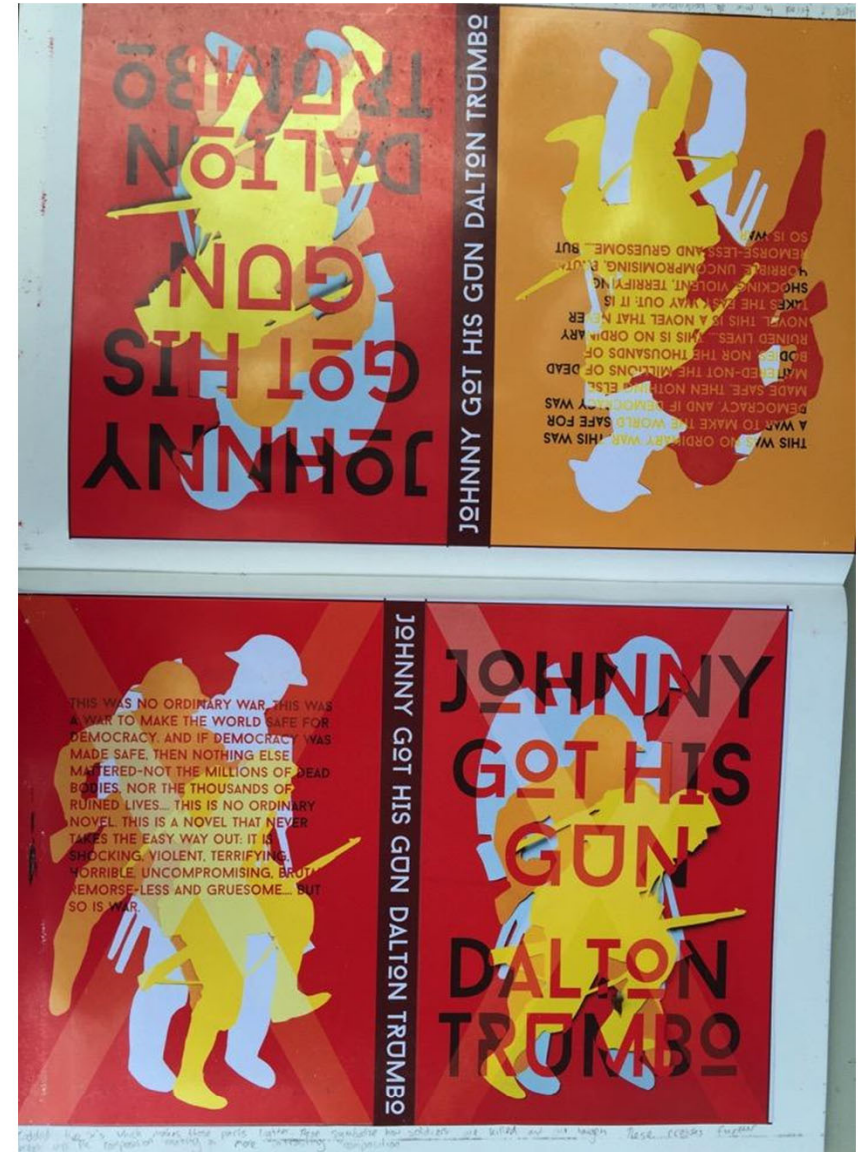
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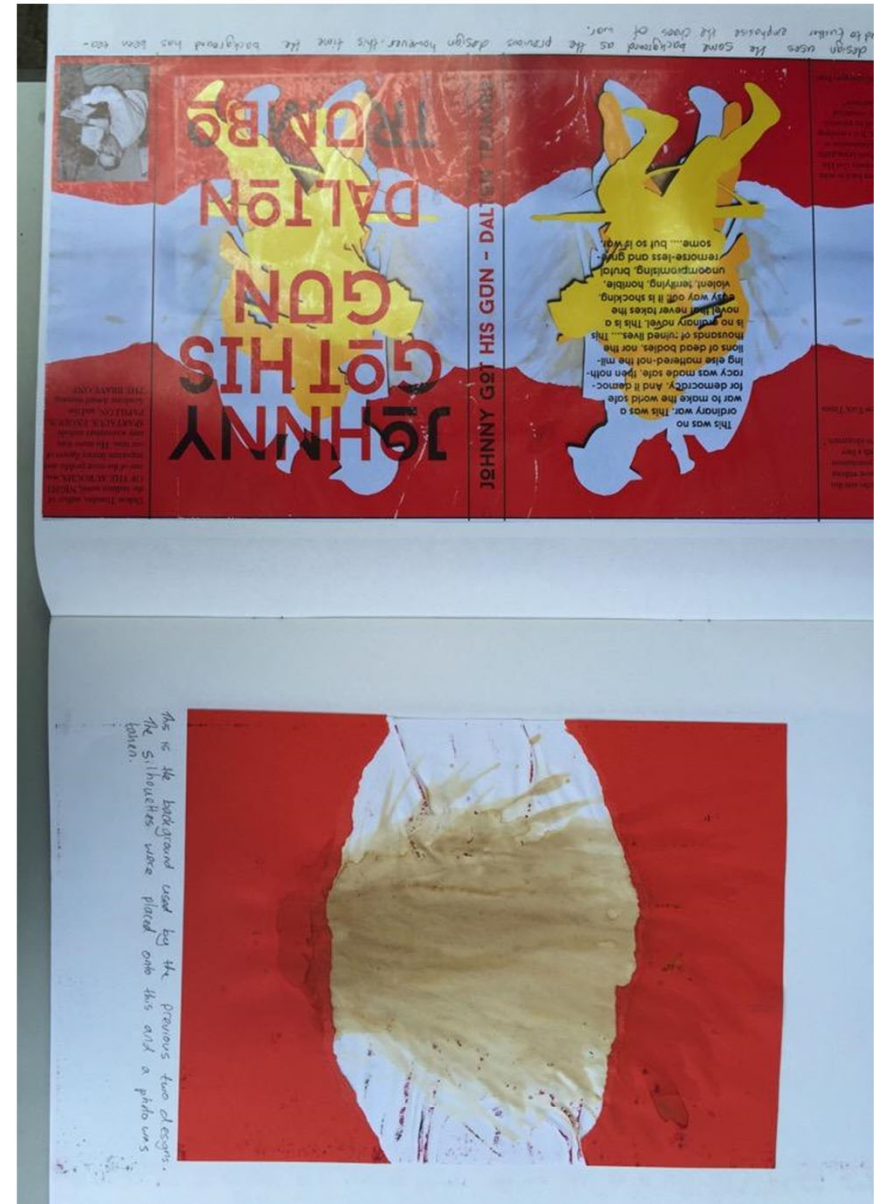
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63 marks



This background was used in the previous design.

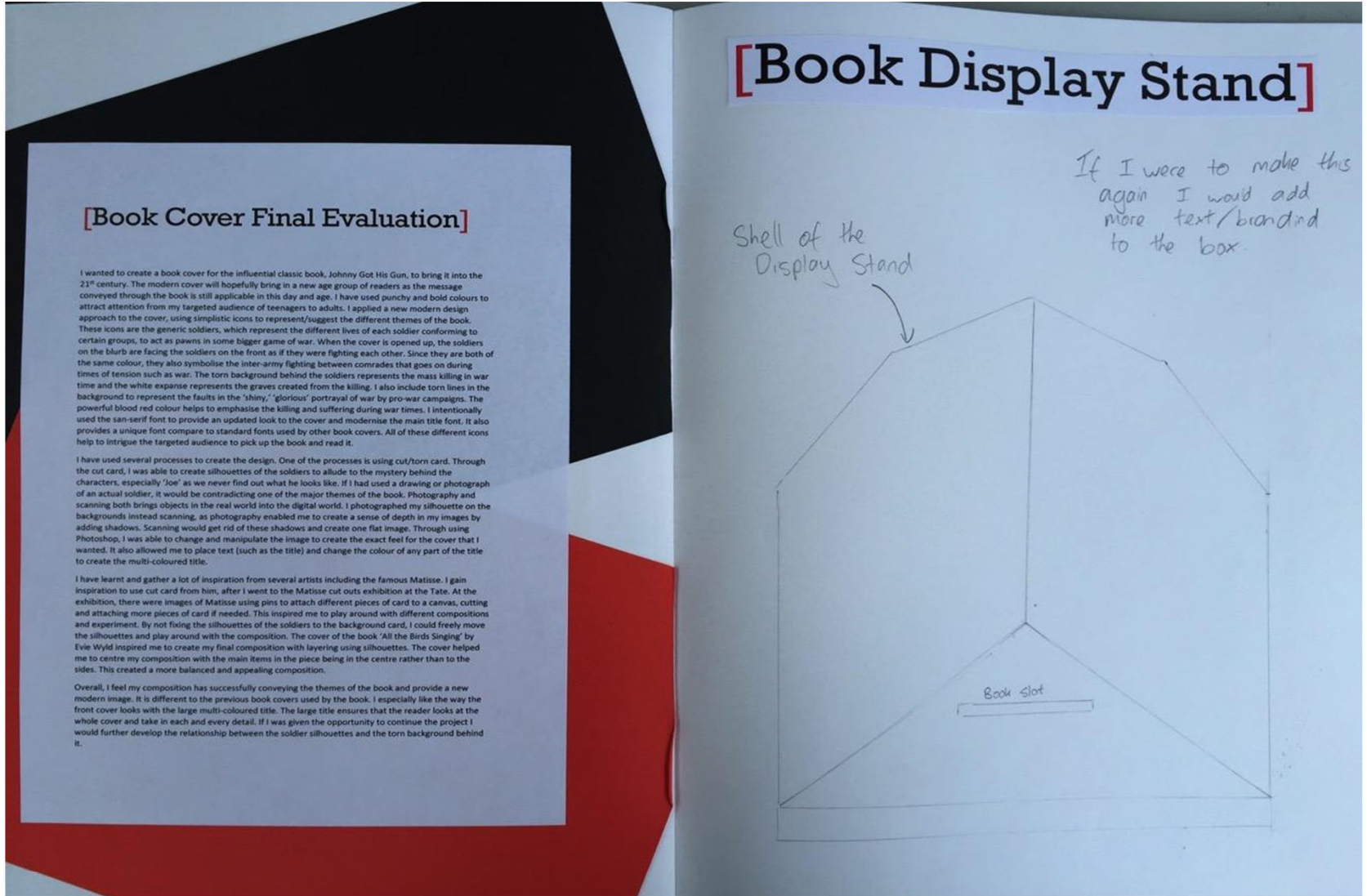


As in the background used by the previous two designs, the silhouettes were placed onto this and a photo was taken.

63 marks



63 marks



63 marks



63 marks