GCSE 2016
Art & Design
Component 1 – Graphic Communication
Level 6
Candidate 1
Graphic Communication – Level 6

<table>
<thead>
<tr>
<th>AO1</th>
<th>AO2</th>
<th>AO3</th>
<th>AO4</th>
<th>Total</th>
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<tbody>
<tr>
<td>15</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>63</td>
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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.
Existing Chocolate Boxes

63 marks
Analysis of Existing Chocolate Boxes

This chocolate box is for the ‘Auberge du Soleil’ Resort’s chocolates. The chocolates are placed in a very novel and unique box, which requires the user to push down on the sides to access the chocolates. This increases the interaction between the user and the packaging, making the packaging seem even more luxurious and special. This interaction also makes sure that the consumer fully appreciates the chocolates as they rise slowly from the box. The set on the front is a sans serif, which is a modern font and appropriate for this box which is trying to appeal to a modern audience who want luxurious chocolates. The ‘D’ is slightly smaller than the ‘URI’ and ‘SOL’ as it is more important in the text. This also makes the whole text slightly more interesting with varied font sizes. This contrasts in the orange line which encompasses the text which is straight and linear. The text on the chocolate tray reinforces the brand and the location of the resort. The sun is the logo of the resort and it’s fully represented on this chocolate box, making the association between the packaging and the company behind it very clear. The sun is stylized like an old Aztec/Mayan sun depiction, especially with the face on the sun. This makes the packaging’s contents seem priced yet traditional, adding to the luxurious nature of the box and its contents. The sun’s rays have been used to make a more interesting composition throughout the packaging. The rays can be seen on the cover as the rays of light breaks away from the generally geometric design of the front cover. The rays can also be seen on the tray with the lines of white and orange on the sides as if the chocolates themselves are radiating light. The sun’s ‘radiant’ colours are shown through the choice of colours used in the packaging. The orange is seen throughout the box. It is the predominant colour on the chocolate tray. This serves as a nice contrast between the cover (which is predominantly white). The white colour on the front of the box symbolizes the purity and richness of the chocolates. The orange on the front also has parts of the packaging together, creating a greater sense of continuity of design. The designer has also let the design of the cover flow over to other sides of the cover to make the whole box more appealing. The whole box isn’t a typical cube/obloid but an irregular octahedron, which makes it stand out against other chocolate boxes. The box has been created from two separate pieces of card, one for the cover and the other for the tray. The tray’s net is more complex than the cover’s, as the tray has to have extra grooves which enable the user to push down on the tray to access the chocolates. This extra layer of complexity may increase the price of the chocolate box. On the whole, this chocolate box is very well designed and is very appealing to the eye. However, there is no mention of the box’s contents on the cover which may turn away potential consumers as they do not know the contents of the box.
63 marks
63 marks
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 'SHARPS' 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 users 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...". This encourages people to gift the boxes and buy the boxes which says, "A Merry Christmas 1971. To...". This encourages people to gift the boxes and buy the boxes which says, "A Merry Christmas 1971. To..."

"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-out are white, brown and black suggesting the type of chocolate (white, milk and dark chocolate respectively), that makes up 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 cast by the cut-out design shadowed by the cut-out. This box would have contrasted to anything else on the market at the time as the simplified chocolates were not modern look, more modern than anything else at the time this box was sold in the 1990's. The boxes at background not only makes the chocolates to be easily seen but also makes other coloured things on the box to stand out as sophisticated this box of chocolates are. However the title is in lower case which give a very informal and casual feel. The informal. The silver sides of the box are similar to the other class adults, who want something special yet

The white colour of ‘Malteasers,’ ‘Peanut Treats,’ and ‘Galaxy’ clearly stand out from the background behind them. The white colour of ‘Galaxy’ clearly stand out from the relatively dark coloured leaf. The dark colour of the 'Galaxy' 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 like someone has nearly 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.

63 marks
63 marks
63 marks
63 marks
63 marks
63 marks
Designs on Mugs

63 marks
63 marks
63 marks
63 marks
63 marks
63 marks
Mock-Exam Preparation

Point of Sale Trial Run

Presentation Board Plan

[Final Designs]

63 marks
63 marks
63 marks
This book cover was designed for the book "Johnny Got His Gun" by Dalton Trumbo. The front cover contains the main theme of the book, which is represented by the image of a man's torso. This refers to the main character of the novel, who is a victim of war. The image is a photograph, but there are scratches on it that symbolize the damage to his body. The front cover is split into two parts: the left side represents the soldier, who is the main character, and the right side represents the peace sign made by the simple, white bars. The back cover contains a larger version of the image, but the war is shown as a series of scratches, which represent the damage caused by war. The title is written in large, white letters. Overall, the composition is well balanced because the cover makes the viewer look at the whole picture. The viewer is also drawn towards the main title of the book.

63 marks
63 marks
Developing Ideas Using First
Hand Photography

Military-themed photographs with a focus on courage and sacrifice.

63 marks
63 marks
63 marks
63 marks
Richard Hamilton

[Richard]

[Hamilton]

Analysis

One of the paintings that shows similarity between cars and women in advertising, which is the painting's title. He was exploring the way that similarities are attracted 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. The popularity of this theme is shared by the curves and surfaces of real-life women. The majority of the piece is made from oil paint with only the red parts of the car which create the colour and shape of the figure. He leaves the viewer to make this link between cars and women, but it is clear that the piece is a symbol of an advertising canvas. The piece shows two images of women where one is painted on a white background and the other on a red background. This helps the viewer to make this link between cars and women.

JAMES PATTERSON

ROSES ARE RED

INSPIRATION

63 marks
63 marks
63 marks
63 marks
63 marks
63 marks
[Book Cover Final Evaluation]

I wanted to create a book cover for the influential classic book, "All the Birds Singing" by Louise Candlish, to bring it into the 21st century. The modern cover will hopefully bring in a new wave of readers as the message contained within the book is still applicable in this day and age. I used punchy and bold fonts to attract attention from my targeted audience of teenagers to adults. I applied a new modern design approach to the cover. Icons related to the different themes of the book were used. These icons are the generic silhouettes, which represent the different lives of each soldier, conforming to certain groups, in battle as witnessed in some bigger games of war. The silhouettes on the book are facing the soldiers on the front as if they were fighting each other. Since they are both of the same colour, they also symbolize the non-stop fighting between comrades that goes on during times of tension such as war. The torn background behind the soldier represents the mass killing in war time and the white paper represents the lives created from the killing. I also include torn paper in the background to represent the facets in the `shock, `glittering` portrait of war by pre-war campaigns. The powerful black and red colour helps to emphasize the killing and suffering during war times. I intentionally used an serif font to provide a more updated look to the cover and modernize the main title font. It also provides a unique font compared to standard fonts used by other book covers. All these different icons help to intrigue the targeted audience to pick up the book and read it.

I have used several techniques to create this design. One of the problems to be solved in this project is to use cut out card. Through the cut card, I was able to create silhouettes of the soldiers to add to the mystery behind the characters, especially "he" as we never find out what he looks like. If I had used a drawing or photograph of an actual soldier, it would be contracting one of the major themes of the book. Photography and scanning both foreign objects in the real world into the digital world. I photographed my silhouette on the background, limited scanning, as photography enabled me to create a sense of depth in my images by adding shadows. Scanning would get rid of these shadows and create a flat image. Through using Photoshop, I was able to change and manipulate the image to create the exact feel for the cover that I wanted. It also allowed me to place text (such as the title) and change the color of any part of the title to create the multi-coloured title.

I have heard and get a lot of inspiration from various artists. The famous Matisse, I gain inspiration in cut out card from him, after I went to the Matisse cut out exhibition at the Tate. At the exhibition, there were images of Matisse using card to attach different pieces of card to a canvas, cutting and attaching more pieces of card if needed. This inspired me to play around with different compositions and experiment. By not using the silhouettes of the soldiers in the background card, I could freely move the silhouettes and play around with the composition. The cover of the book "All the Birds Singing" by Louise Candlish inspired me to create my final composition with layered using silhouettes. The cover helped me to centre my composition with the main items in the piece being in the centre rather than the sides. This created a more balanced and appealing composition.

Overall, I feel my composition has successfully conveyed the themes of the book and provide a new modern image. It is different to the previous book cover used by the book. I especially like that the front cover looks with the large multi-coloured title. The large title ensures that the reader looks at the whole cover and take in each and every detail. It was given the opportunity to continue the project and would further develop the relationship between the soldier silhouettes and the torn background behind it.
63 marks