

Component: Graphic Communication

Standard Mark: 65

Performance Level 5: Confident and Assured

	AO1	AO2	AO3	AO4
Mark	16	16	16	17
Performance Level	6	6	6	6
	Just Exceptional Ability	Just Exceptional Ability	Just Exceptional Ability	Just Exceptional Ability

Keywords from the taxonomy: **Accomplished, Inspired**

Moderator Commentary

This Photography Component 1 submission consists of 2 projects: A brief to create a new Cadbury's chocolate and associated point of sale items, and a book cover design brief. Digitally created development work is presented physically within 2 distinct poly-folders alongside 3D mock ups of final designs. Images of the work selected here reflect the characteristics of work that is just into Performance Level 6 Exceptional, achieving a mark of 65/72.

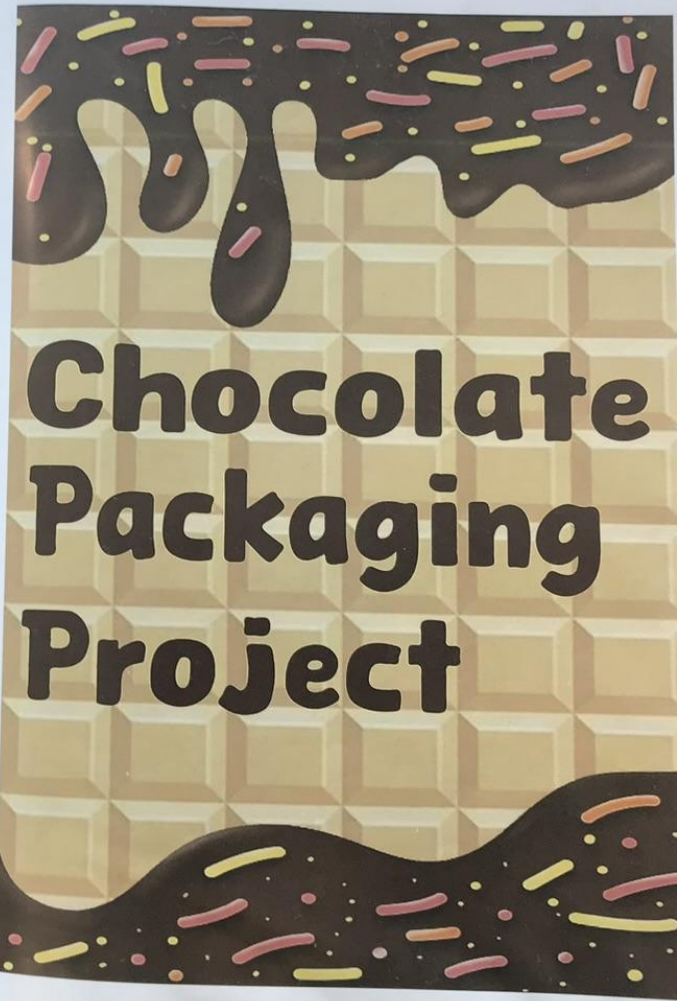
The candidate analyses current chocolate packaging and explores diverse concepts including Pirates, Films, Fairyland, and Puzzles in a focused way. Using Adobe Photoshop and Illustrator, they create and annotate convincing logo and packaging designs. The candidate chooses a 'Fairyland' theme for their design, with 'Once Upon a Time' as the logo. Targeting a select audience, the product is intended as a Mother's Day gift, using the letter O as the logo's focal point. Convincing packaging is designed for easy opening and transport, featuring a drawer inside a book-style box. Accomplished 3D images are created, reviewed and refined, with the centre of the chocolate form edited using the gradient mesh tool.

Moderator Commentary

Inspired to meet a fictional Cadbury's brief, they modify the 'Once Upon a Time' logo and explore how branding on distribution vehicles could boost marketing impact. Point-of-sale concepts include a bookshelf, flowers, and dynamic displays. "For the final point of sale display, I chose a freestanding design for added height and the novelty of an actual bookstand." Analytical annotation and perceptive observations are evident across the whole submission.

Within the second project, the candidate chooses to create a new illustration for Michael Morpogi's 'War Horse' novel. They provide a thorough and insightful analysis, create original photographs of war objects, and complete skilled pen and ink studies with relevant novel quotations. Digital and physical collages are created based on Alexandra Zoto's vector art. However, the candidate returns to physical drawing for the book illustration, making design refinements in Adobe Illustrator and producing accomplished 3D images of the final point of sale display. The final achromatic result is completed from board and laser cut cardboard, with the use of black and white "to create an empty atmosphere like a battlefield in WW1".

To progress more securely into Performance Level 6, Exceptional, the candidate could strengthen their development work by extending visual experimentation to include more unexpected options. Further, more in-depth research into contemporary packaging trends and critical evaluation of their design choices would also enhance the overall submission.



Chocolate Packaging Project

Chocolate packaging designs



Chocolate packaging analysis



This novelty design is specifically marketed towards children. The first element I noticed was the imagery. The brand designed different characters for each box to attract a younger audience and makes the product collectable like it's a toy. The image is cartoon-like, although they are monsters, they aren't scary. This is because they designer used bright colours (like the yellow and green) and also simple shapes to create the monsters. The packaging also incorporates a cutaway within the image to make it apart of the product. It looks like the chocolate is inside the mouth which to a young child would be fun. In terms of structure, it is tall which means it would stand up against other products. I like this chocolate packaging because its playful because it is a novelty it would be different to all the others in the stores and stands out compared to existing designs.



Compared to the last packaging design, this is more understated and elegant. It has a muted colour palette mostly consisting of black and earthy shades. The black is balanced with sophisticated and natural imagery which has bright colours like highlights of purple and pink. The are also hints of gold, which elevates the product to be more desirable and looks more expensive, indicating that this product is targeted towards adults. The decorative typography, although small, is in uppercase and gold to appear more luxurious.

Initial ideas - Pirates



The packaging will be mini treasure chests where they'll clip open to reveal chocolate



The chocolates inside would be chocolate coins with gold wrappers



Each chocolate will have a different pirate theme image



Logo 1

This product is designed for young children because the theme and cartoon chocolates would attract a younger group



Logo 2



For this product, I have designed different characters

Initial ideas - Pirates



I took inspiration from yoyo bears which have surprise cards

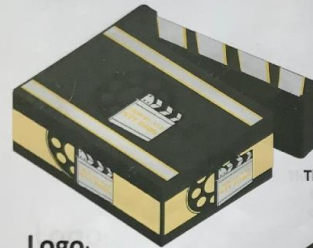


Logo:



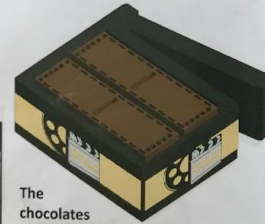
Each packet will have a surprise card and the chocolate will have an image which relates to the character

Initial ideas - Film



This packaging was inspired by a clapperboard

Logo:



The chocolates will look like film tape

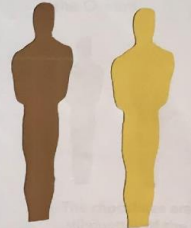
This product design is inspired by vintage film and old-fashioned Hollywood. By using a muted colour palette with hints of gold, this product is designed for an older target audience



Initial ideas - Film

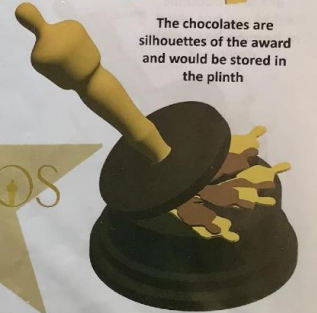


This product design is a recreation of the famous award, the Oscars.



The chocolates are silhouettes of the award and would be stored in the plinth

Logo:



Initial ideas - Fairytale



This product resembles a fairytale book which opens to reveal a bunch of chocolates from different stories

Logo:



The chocolates will be different images referencing various fairytale characters or symbols

Initial ideas - Fairytale

This product targets young children because of the engaging aesthetics of butterflies and fairies



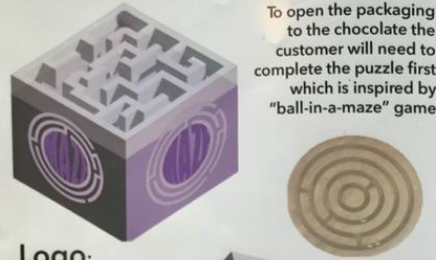
The lid will have a plastic cutaway to see the chocolates inside

Logo:



Initial ideas - Puzzles

To open the packaging to the chocolate the customer will need to complete the puzzle first which is inspired by "ball-in-a-maze" game



Logo:



The chocolates will be sphere shaped to resemble the ball in the puzzle



Initial ideas - Puzzles

This product is a replica of a jigsaw puzzle box



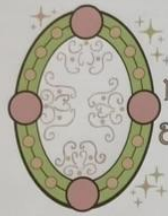
Logo 1:



Logo 2:



Title development



Here, I have added a dark brown stroke to the typography to unify the text and O

Once Upon a Time

Changing the structure of the text tightens the logo to make it more enticing to an audience

Furthermore, I want the swirls inside the O to be neater as they are still hand drawn.



Once Upon a Time



Redoing the swirls in illustrator gives it symmetry like the rest of the O

Once Upon a Time

Title development

Final Logo:



I have concluded that this is my final logo for my product. I have refined and tightened it enough, so it is eye-catching to an audience. I have used a limited number of pastel colours to simplify the logo, but this also displays the product to a more feminine group. I wanted to achieve this as my target is to market this as a mother's day gift. I improved the legibility of the typography by using a dark brown stroke which is continued on the decorative O.

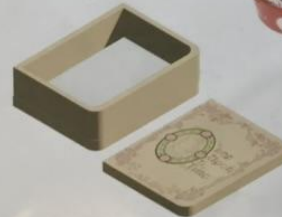
Developing Final Packaging

I first needed to figure out how the packaging would open and be used. I needed to factorise what would be best for customer's use and also transportation.



My first idea (and the one I used in my initial ideas) was to have the product open like a book. However, it only being one part might be more difficult for customers.

My second idea is to open the packaging like a tin. This is used with many popular chocolate products.



This idea is easier and more practical, but I feel that it takes away and makes the product look less like a book.

Developing Final Packaging



I've decided to use this way to open my product because I like how it can be two parts and still appear as a fairytale book.

I was inspired by how a box of matches opens and how drawers slide open.



Developing Final Packaging

Although I am pleased with how my packaging looks like, I still need to make some adaptations when turning my product into card as my current idea is too complicated to create with minimal material.

I changed the packaging to be two pieces so it's easier to fold and stick together



I changed the box to have a sharp edge instead of curved

I removed the handle and instead the customer will slide the tray out by cutouts on the side

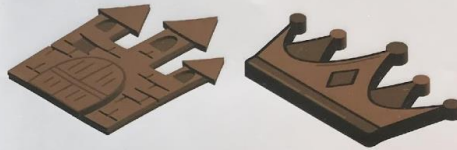
To continue the illusion of it being a book, I would paint of layer a grey colour to look like the pages

I also added a dark brown stroke to the floral decoration, so the logo is not overpowering

Chocolate Development

Idea 1:

With my first idea I wanted to include more of the fairytale theme.



However, I feel this looks like it more aimed for young girls rather than mothers and is also too similar to my initial idea.

Idea 2:



These were inspired by classic higher end chocolates

Chocolate Development

Idea 3:

I wanted to heighten the mother's day aesthetic with the chocolates. I chose flowers as it is very popular gift.



The chocolates should be detailed to market it as a high-end product, as it is supposed to be a gift.



Developing Final Chocolates

I decided to continue with idea 3 as it is unique but also appropriate for mother's day. However, for further development I wanted the chocolates have more form a I feel that they look to flat.



Firstly, I decided to rotate each petal to give a similar form to a flower

However, I feel that this has done little improvement and change to the chocolates



Here I edited the centre using the gradient mesh tool. This makes the chocolates more visually interesting and gives it form

I also decided that I will only use one variation of the chocolates because when placed in the packaging it will look neater and fit evenly

Final Presentation

Closed:



This is my fully developed chocolate packaging. My final developments included me adjusting the size/height of the packaging for the chocolates to fit better. I also decided that when making the inside of the product in card the flaps and pictures would be too complicated, therefore I have simplified my design.

Opened:



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 develop into a marketing campaign.

Working method:

- Undertake first-hand research (Museum of Brands) to understand 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 company's brand identity that have changed throughout its evolution.
- What are the key visual elements of the Cadbury's brand today? Present these as a visually exciting mindmap, using images to support your written observations.
- Adapt your final chocolate packaging design to reflect the Cadbury's brand identity, including the key visual elements associated with the brand.
- Design and develop a marketing campaign for your new chocolate product, including a point of sale display in which your promotional products should be arranged.

Timeline of Cadbury's brand evolution

Victorian

-in the Victorian period, packaging and brand identity was not established. Cadbury used mixed designs and different colour palettes.



-they would print the typography using lithographs (two colours) to keep printing cost and the amount of labour down onto materials like wood or tin.

Edwardian

-during the Edwardian period Cadbury continued to be manually printed. They still produced the chocolate in large quantities as many households would use it in their cooking.



1910/1920s

-the outbreak of the first world war, in 1914, meant all packaging development had to be put on hold. Instead, many food products, like Cadburys, used tins for rations. Household would re-fill the tins during the war to keep costs down.



1930s

-the 1930s is the first time we see the milk tray. In this period, we can see many changes similar to today. For example, it includes the iconic gold and purple colour palette, and the typography is the same today (the signature of John Cadbury).



-packaging started to be made up of cardboard which was cheaper and easier to print on by making a flatpack. As a whole, brands started using different materials like card and glass which is reminiscent to some materials still used today.

1940s

after WW2, many freedoms opened for women, therefore less women were working in the households. As life became busier, Cadbury started selling their products in smaller quantities. This established the brand into what we see today.



1950s



-in the 1950s companies were able to understand what the public wanted in terms of size and product.

-Cadbury developed their materials like tin, card and paper to be easier for customer consumption.



1960/1970s

-the 60s kicked off the 'plastic revolution'. Plastic was much better to use as it protected goods from deterioration and increased the shelf life. There was also lots of fun point of sale displays to draw in more buyers.



-The 60s was the very beginning of digital printing, this was cheaper than doing it manually and increased creativity. However, it was very undeveloped.

1980s



-in the 1980s packaging and printing was completely digital and was more advanced than the last decades as technology was always developing.



1990s

-one main feature that appeared during the 90s was gradients as digital printing continued improving. It was very popular as it gave the illusion of molten chocolate.

-Cadbury also used advertisement to give the product a purpose. For example, in the picture the packaging was also a pencil case. This appealed to kids and made it more likely to be bought by parents.



2000s

-Now, Cadbury is always including different designs for different events. For example, holidays like Halloween or even the Olympics. This makes the chocolate more exciting and gives a better purpose.

Adapting my packaging to reflect the Cadbury brand

Adapting my packaging:

I took inspiration from the milk tray after I researched the product during the museum of brands trip.



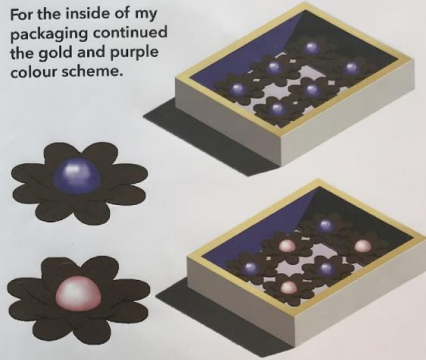
For my own packaging, I used elements like the deep purple as the base colour and the gold boxed outline. When making this out of card the back and top will be purple and to create the illusion of a book, I will add line details for each page.



Adapting my packaging to reflect the Cadbury brand

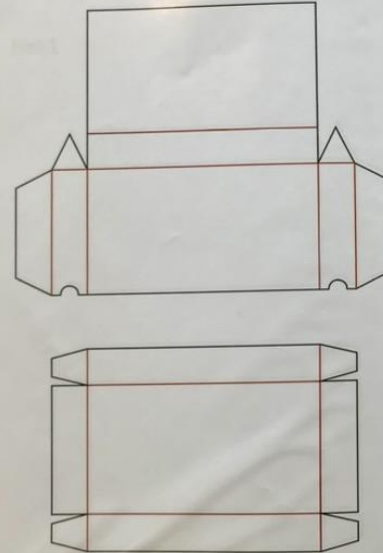
Adapting my packaging:

For the inside of my packaging continued the gold and purple colour scheme.



For the chocolates, I decided to use two colours. The pink to keep my original pastel theme and also the dark purple for the Cadbury identity

Net 1



Initial packaging net development

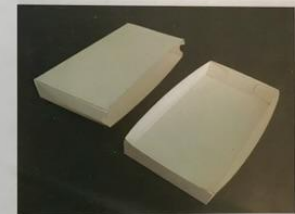
Net 1 Evaluation

Areas that went well:

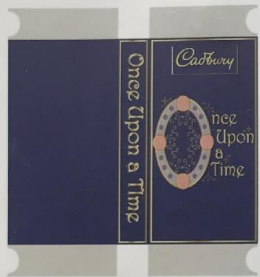
- I have the correct scale for it to be a hand held product
- I am happy with the dimensions for the chocolates to fit in

Areas to improve:

- the inside of the packaging does not fit, so, I will scale it down to 97%
- the side finger cutouts for the product are too small and unusable, so I will make them larger
- to stop the card from bowing I will add tabs to the long sides to counter this



Applying Graphics to my final net



I first started with a simple design. After correcting the scale of the net I decreased the width, this meant that there was less surface area for the logo and other details.



I also included a spine to make it more visually interesting and like a book. Furthermore, the customer can also see the name of the product at different angles.

Applying Graphics to my final net



Here, I have experimented with adding a gradient to the background colour which reminded me of other Cadbury products.



I also added faint lines to the side tabs that would be showing to give the illusion of the pages in a book.

Promotion- seasonal

When creating merchandise for 'Once upon a time' I first thought of cardigans as I felt it went well with my original fairytale theme. I also used a mug as it was a common example in my research.

However, I wanted to tie in mother's day as it is good to promote a brand/product while incorporating events and holidays.



Using events and holidays to promote a product gives people a purpose to buy.



Promotion- seasonal



Distribution

These examples of marketing through distribution are a successful way of advertising because of the humour and novelty. The oversized designs immediately draws attention as opposed to a traditional advertisement, as it is extremely unique and out-of-the ordinary. Because it is so it would be more memorable meaning the brand will be in the viewers mind longer.



Distribution



Point of sale display - idea 2

For my second idea I wanted to emphasise the book theme, so I created a bookshelf. Instead of my first idea being standing I imagine this one would being hung on a wall.



I was also inspired by this poster I created previously



Point of sale display - idea 3

For my third idea, I wanted to use the theme of flowers because of the chocolates I designed.

In my first display I wanted the flowers to feel like they are escaping the stand (which I felt would also be like a fairytale wood scene)



In this idea, I was inspired by the shape of this stand - I liked the curve and how the product is displayed because its as if its being offered. I also imagined actual flowers being poured out of the Cadbury packaging.

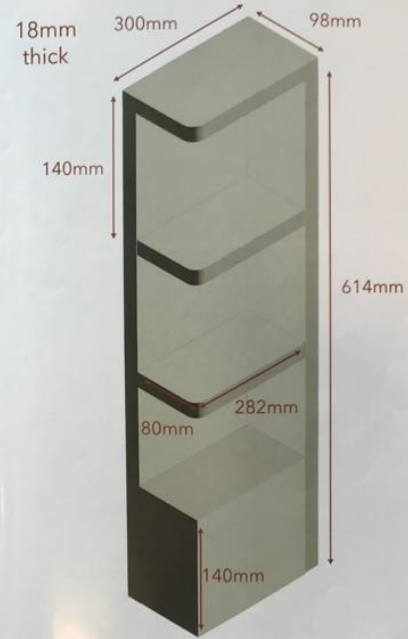


Final point of sale display



For my final point of sale display, I continued with my second idea. When developing, I changed the display to be free-standing, this will give the stand height and the novelty of being an actual bookstand. I will show my marketing campaign on the back boards, so it can be a 360 display. In order to create as little packages as possible, I will use stickers of books.

Point of Sale Display - Cutting Sheets

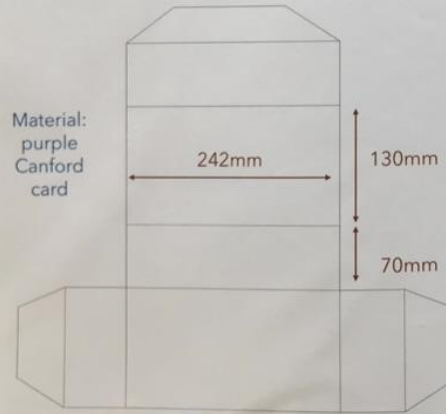


Point of Sale Display - Cutting Sheets

Graphics applied:



Material:
purple
Canford
card

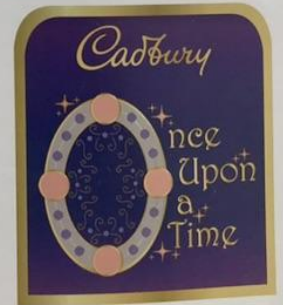


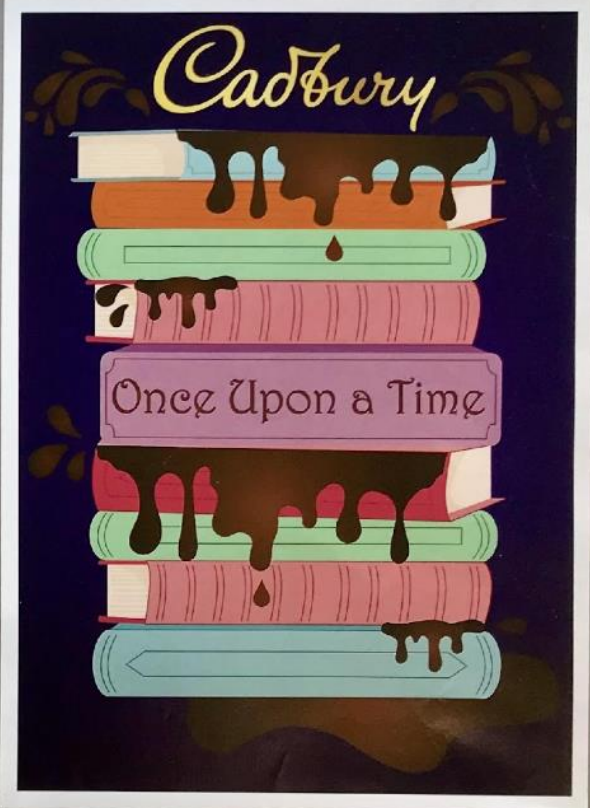
Point of Sale Display - Cutting Sheets

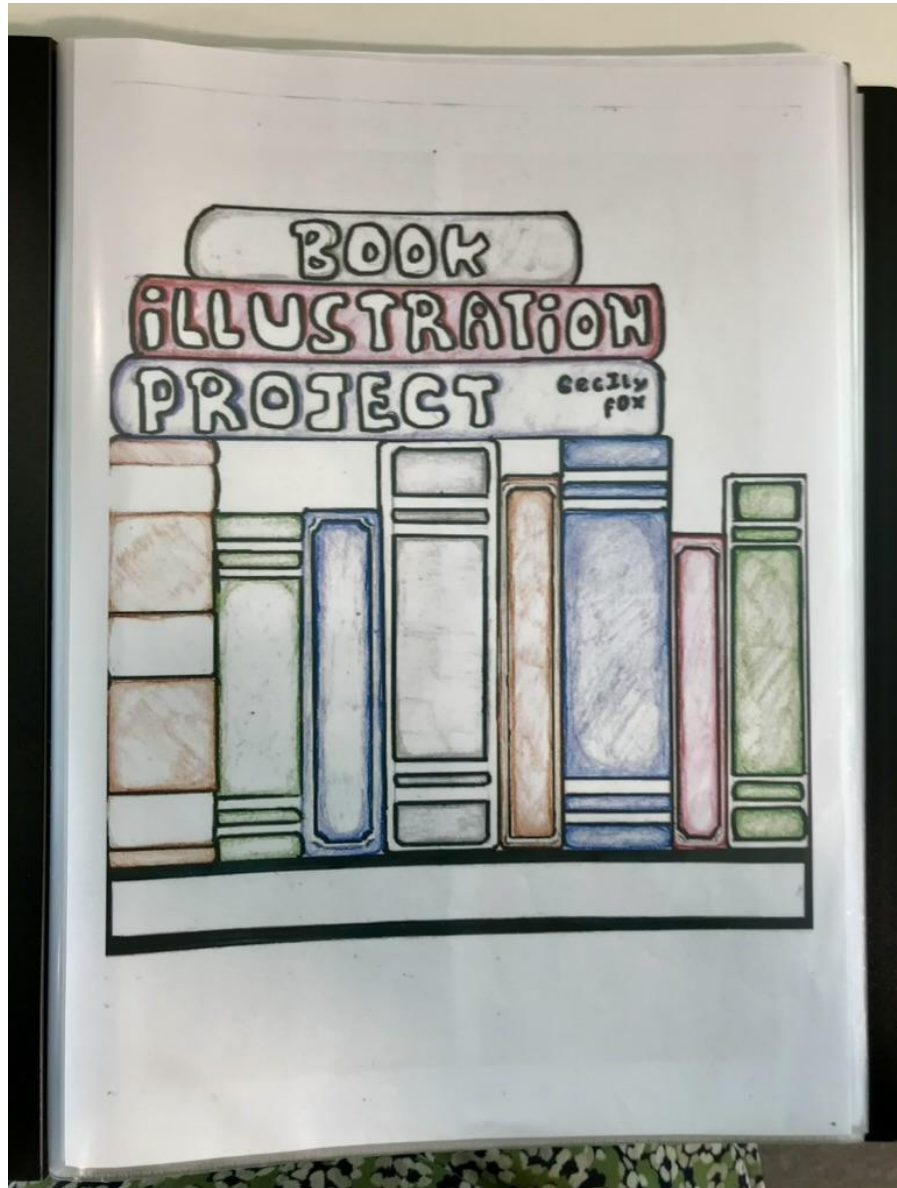
Top sign
Material:
foamboard



Graphics
applied:

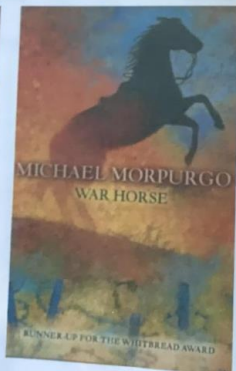








MICHAEL MORPURGO



Book Cover Analysis



In this book cover there is a limited colour palette only consisting of red and black. The illustrator chose a vibrant colour for the image to stand out. There are poppies within a silhouette of a horse to tell us about the setting and characters (poppies are a symbol of the fallen during the World Wars). They have used negative space to focus the viewer's attention on the silhouette. The typography and the illustration are hand drafted as they are uneven, and you can see the brushstrokes in the poppies. The illustrator has varied the scale of the font to fit inside the image. The target audience for war horse is wide ranging, from young teenagers to adults. This is my favourite design because viewers can easily understand what this book is about, and negative space always catch a viewer's eye.



The first element I noticed about this book cover is that the horse is a photograph not a drawing. The photo fades into the black background and has been enlarged to cover the whole frame of the book, which could also represent dominance as Joey is the main character in the narrative. There are also silhouettes of soldiers walking in front so the audience can understand it's a setting of war. The typography of the title is sans serif and simple which implies a more serious and authoritative tone for the book. However, the typography of the author's name is serif and lower case, potentially because he is a traditional author. The colour of the text is bright, so it is clear and stands out behind the black background. As well as this, I believe the illustrator has chosen the use red on "war" to symbolise violence and brutality. But in contrast use yellow to signify hope through the friendship of Joey and Arthur.

FIRST HAND IMAGES



SECOND HAND IMAGES





"Blind terror drove me on"

"Any problem can be solved between people if they can trust each other"

"Cause when there's life there's still hope"

"Why does this war have to destroy anything and everything that's fine and beautiful"

"He laughed to himself because if he did not laugh he would cry"

"I hate you more, but I'll never love less"

"I knew then I had found a friend for life"

QUOTES

"This isn't just any old horse. There's a nobility in his eye"

"We don't belong in the same universe as a creature like this"

"How can one man kill another and not really know the reason why he does it?"

"Is it possible to be happy in the middle of a nightmare"

"And then quite suddenly I found that I had no rider, that I had no weight on my back, and that I was alone out in front of the squadron"

PEN AND INK ANALYSIS



@lucia_angelici

In this pen and ink drawing of a horse, the artist has used the technique of cross-hatching. They have controlled tone by the concentration or distance of lines. I can tell that the darkest area is under the neck and on the left side of the face where the light first hits. Also, the number of times the hatched lines are crossed increases the tonal gradient. As well as tone hatching can also describe the form by following the lines of the object/whatever the artist is drawing like contour lines. Using cross-hatching also describes texture which is especially useful for textures like fur.

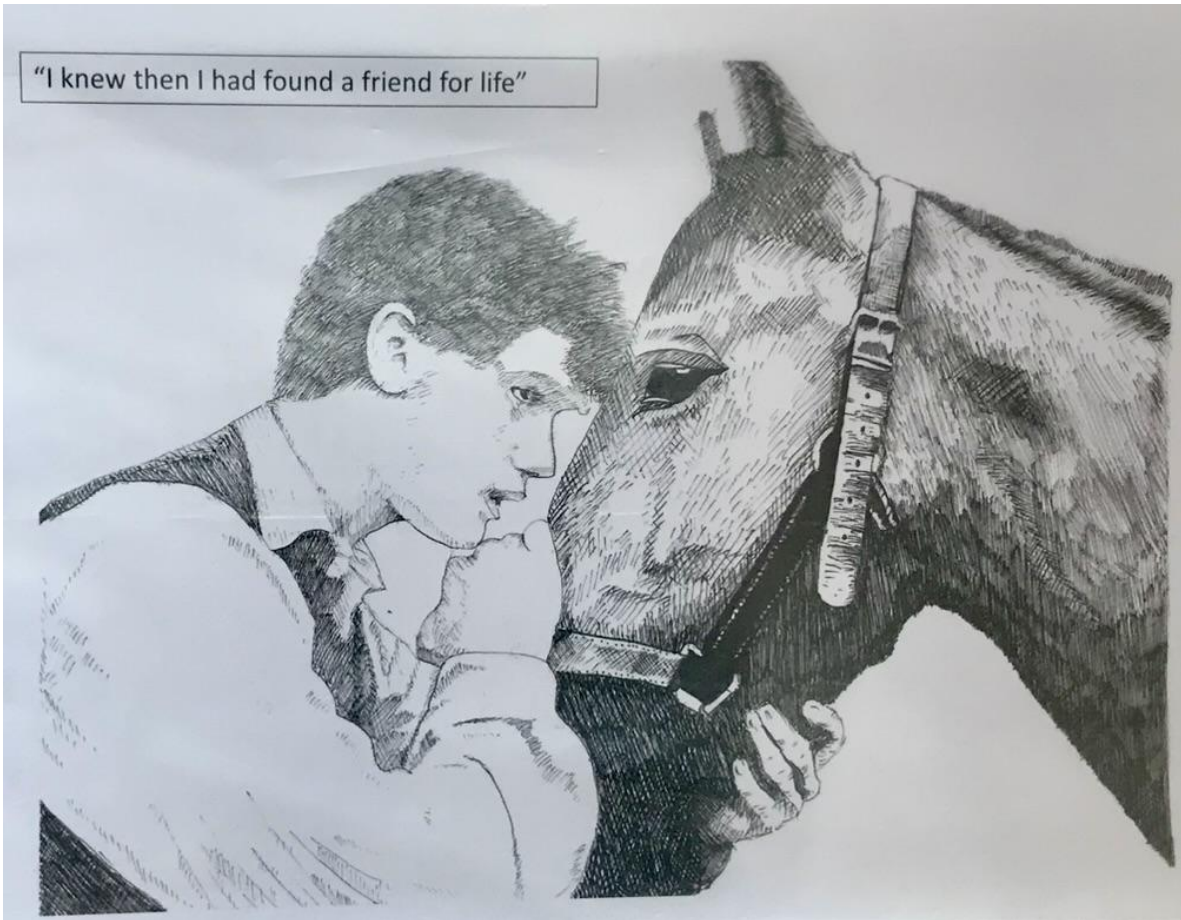


In the pen and ink drawing of a poppy, the artist has used the technique of stippling. They have controlled tone through varying the concentration of dots. In the center of the flower the artist has used more dots because the overlapping petals causes shadows. They have used subtle tonal differences to convey the form of the petals, like how they fall because they are so light. Stippling is very affective for capturing rounded forms and smooth surfaces; therefore, I believe the artist had chosen the right technique because petals are very delicate so hatching would have been too harsh.

PEN AND INK – CROSS HATCHING



"I knew then I had found a friend for life"



STIPPLING





Vector Analysis



This piece by Alexander Zutto is vector art. In vector art Zutto has used a lot of different shapes that are mathematically defined to create a whole image. Even though he used basic, simple shapes, overall, it still creates an interesting and detailed piece of art. One feature I like about this is Zutto's use of vibrant colours, it's bright and lively. He has also used the technique of gradients in some of the shapes, which brings volume and form to the image. I believe the focal point is the boy in the hammock. The main reason I chose this image and artist is because of what the art represents. In my opinion I believe this piece is about the imagination when reading a book and the endless possibilities. You can see the boy in the hammock and then the magical and colourful forest. Zutto proves that you can be extremely creative using vector graphics.

Vector Art



Book Cover Template



WAR HORSE

WAR HORSE MORPURGO MICHAEL

MICHAEL MORPURGO



In the deadly chaos of the First World War, one horse witnesses the reality of battle from both sides of the trenches. Bombarded by artillery, with bullets knocking riders from his back, slow falls a powerful story of the truest friendships surviving in terrible times. One horse has seen the best and the worst of humanity. The power of war and the beauty of peace. This is his story.



About the author
The Michael Morpurgo Trust
The Michael Morpurgo Trust is a charity that supports children's literacy and reading. It was founded in 1998 and is named after the author, Michael Morpurgo.

Initial Book Cover Ideas

I have chosen to develop this book cover because I believe it is the most successful. This is because I feel that it clearly encapsulates the story of War Horse. My pen and ink work was my most successful and I will enjoy developing this further. I will need to fix the format of the composition so it will be cohesive.

About the author



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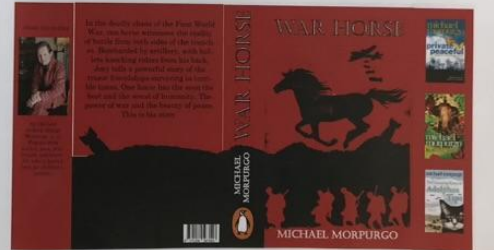


MICHAEL MORPURGO
WAR HORSE

WAR HORSE



MICHAEL MORPURGO



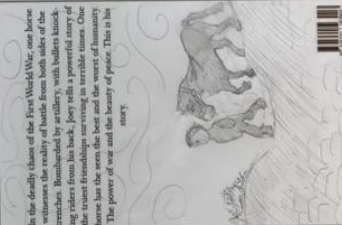
Pen and Ink Inspiration Analysis



This pen and ink drawing by Micheal Frout, has been created by using the technique of cross-hatching. The artist has controlled tone by the concentration and distance of lines. More lines are added in areas of shadows while less lines are added nearer the light source (the left). They have created a tonal gradient from the front (there is a higher concentration of detailed lines) to the back where there are lighter areas and is more simple. The artist has also used contour lines to increase the illusion of form, to give 3D qualities. For example, you can see the muscles on the horse by the artist using harsher lines. The artist has differentiated the human from the horse by darker areas and lines to describe the material of the human's clothes. For my final book cover, I will also create a pen and ink drawing of a horse and a human. I like this piece because the lines are clean and effective, and the artist has used a style similar to what I would like to use.



Hand Drawn mock up initial cover development



About the author
 Micheal Morpurgo is an award-winning author of children's books. He has written over 20 books and has been nominated for the Children's Book Prize. He lives in Australia.

Fitting 2- Final bookcover fit



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Point of Sale Display Stand Research



Point of Sale Display Stand Research



Point of Sale Display Stand Analysis



In this point of sale display stand, the focal point is the 3D structure of the robot. Using characters that are key elements of the game allows for visual continuity which is important to identify what you are selling. As well as this, the large scale of the robot attracts attention to buyers. In my opinion, I like the use of 3D imagery because it's exciting and unique which would particularly interest a younger target audience. Also, the product shelves being near the bottom invites younger customers to pick it up and the structure is tall so it would stand above other products. I believe the figure and the shelves would be made of thick card, the purpose of this would mean that it would be easier to send to different retailers as it would be easy to fold and to transport. However, a disadvantage, in my opinion, is that the title is too near the bottom and small to focus on, as knowing what the name of the product, is very important for buyers. Furthermore, it is only one sided, a 360 display is more effective because it draws in people from all sides.

Point of Sale Displays in Adobe Illustrator



Point of Sale Displays in Adobe Illustrator



Point of Sale Displays in Adobe Illustrator



Final Point of Sale Display



I chose this point of sale display as the most suitable for my book. This is because the clouds (which I will use the same pen and ink technique to draw them) will allow for visual continuity and expand the illustration on the book to the rest of the display. It would create an eerie and empty atmosphere like a battle field in World War One. The horse on top also communicates the narrative and is similar to the one on the book. The colour palette will remain black and white so it will not draw attention away from the book.



