

# Component 1 Graphic Communication

## Standard Mark – 49

	AO1	AO2	AO3	AO4	TOTAL
<b>Mark</b>	12	12	11	14	49
<b>Level</b>	4	4	4	5	
	Fully competent and consistent ability	Fully competent and consistent ability	Mostly competent and consistent ability	Mostly confident and assured ability	

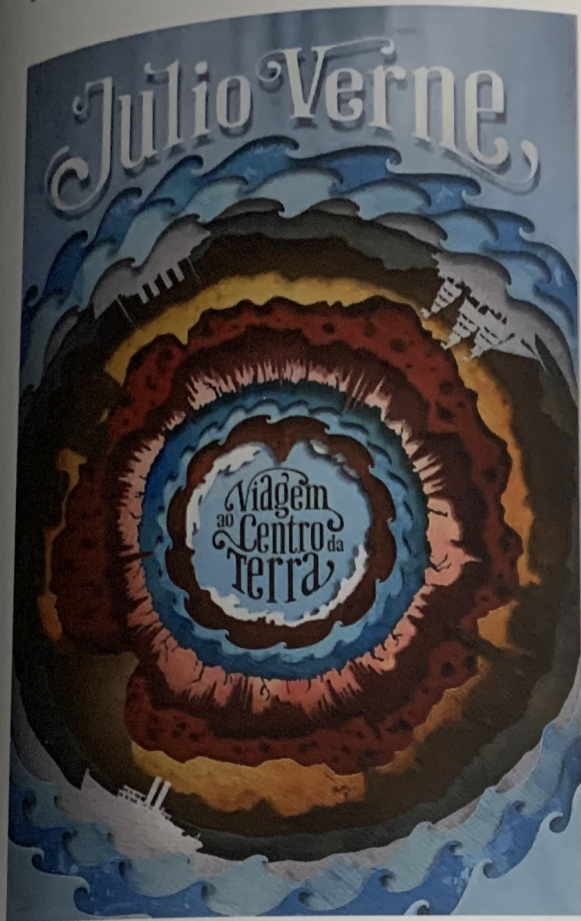
### Examiner comments:

The candidate produces a physical and digital submission of work with a three-dimensional point of sale outcome. The work is made of two main bodies of work which allow the candidate to showcase a range of graphic skills and techniques. Julie Guillem has been explored and informs the candidates critical investigation (AO1). There is a competent and consistent ability to explore ideas through a process of experimentation and review (AO2). The candidate records ideas that are mostly relevant to intentions and shows an understanding of the formal elements (AO3). The candidate presents resolved personal responses that show understanding of sources that have been explored and appropriate visual language (AO4).

### Keyword descriptors from the taxonomy:

Resolved	Engaged
Informed	Skilful
Purposeful	Thoughtful
Secure	Cohesive

# Book cover analysis

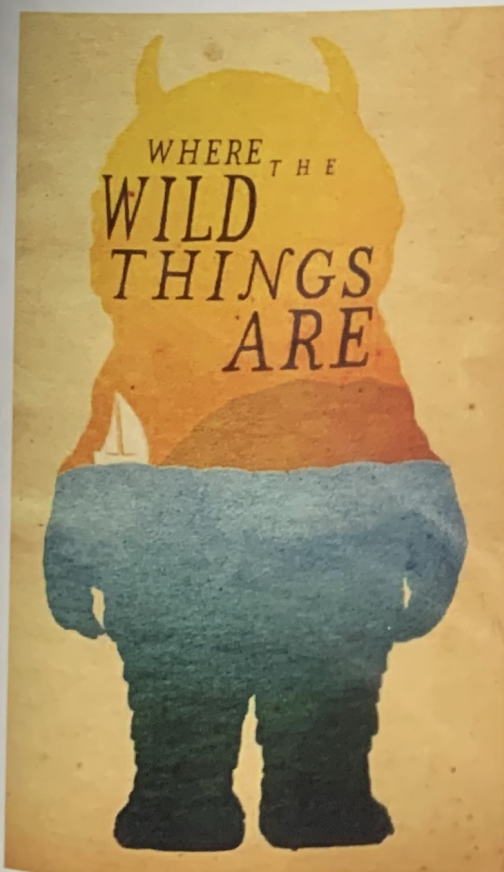


Hierarchy:  
 - First thing you see is bed with characters because of bright colours  
 - Legs of characters draw your eyes down to the title you see the authors name last.  
 Target Audience:  
 Children  
 Genre:  
 Fun first chapter books

Hierarchy  
 1. Title is the first thing you see because it is right in the middle of the page and circular shapes bring the attention to it.  
 2. Circles draw your out to see the ships.  
 3. Eyes follow the circles further to the authors name.  
 Balance:  
 Change from complementing reds and oranges to light blues



Hierarchy  
 1. The monster's outline is the first thing I see because of the colour and the fact that everything is contained in it.  
 2. Eyes are then brought into the monster to see the title.  
 Target audience:  
 Younger children because of bright appealing colours.  
 Genre:  
 Bed time story's

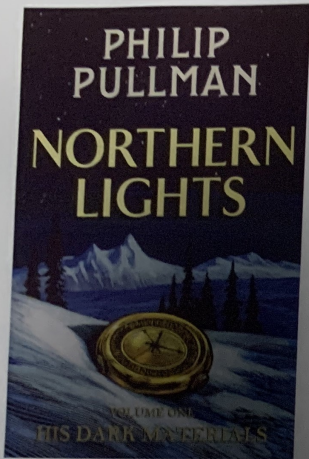


I am interesting in sci fi books and films such as Star Wars and Dune. I like the graphics that come alongside these which tend to focus on the heroic or villainous main characters and the otherworldly planets that they inhabit.

I am also interested in books about aviation, such as Biggles. I love the way that the drama of fighter planes is conveyed in Pop Art, such as Roy Lichtenstein's 'WHAAAM!' and the graphic styles of 1930s posters.

I am also interested in crime novels, in particular the intrigue created on the covers of these by concealing the faces of the characters.





**Hierarchy**

1. The first thing to be seen is the title and author because of the large space they take up on the cover.
2. The second thing visible is the golden compass in the center. The bright colour attracts attention and it tells that it holds a key role in the book.
3. The slope of the hill then leads the eye to the bottom.

Target audience:

Teen

Genre:

Fantasy



**Hierarchy**

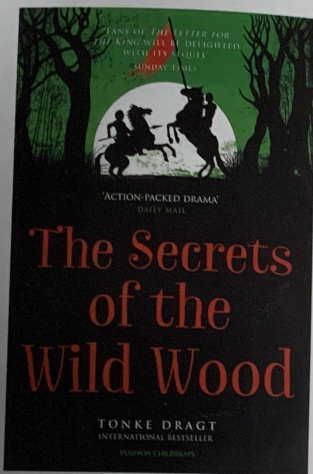
1. The first thing you see is the horse.
2. Then you see the explosion.
3. The lines in the explosion lead us to the authors name.
4. They then lead us back down to the title.

Target audience:

older teens

Genre:

Older teens



**Hierarchy**

1. The moon behind the two horsemen and the horsemen because the moon is the brightest thing on the cover.
2. The title and the authors name underneath.

Target audience:

Teen

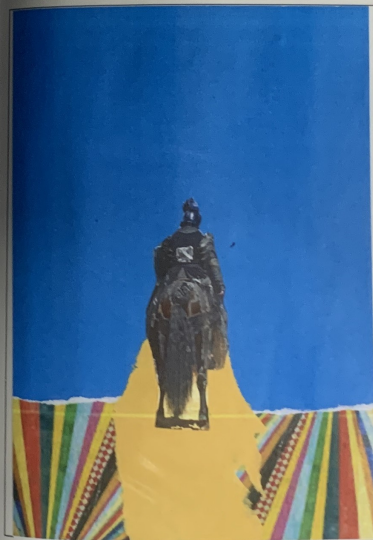
Genre:

medival fantasy

## The Letter for the King

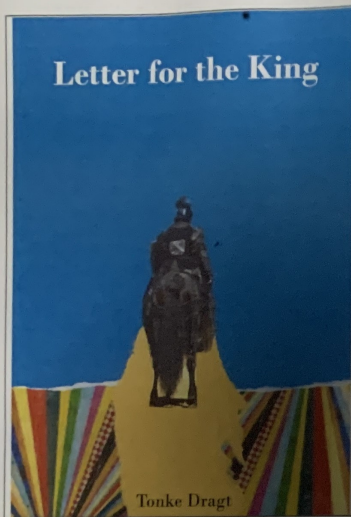


The Letter for the King is a book about a boy who is becoming a knight, who is stopped on his last night of training to take a letter to a King of a different country. The existing book covers focus on the journey of the boy, using silhouettes of knights on horseback. This allows the reader to imagine themselves in the place of the main character making the adventure even more exciting. The covers also use imagery of kings, crowns and castles, illustrating the title of the novel. It is aimed at children and teenagers and this is evident in the choice of bold colours with dramatic contrasts that make the books stand out on the shelf.

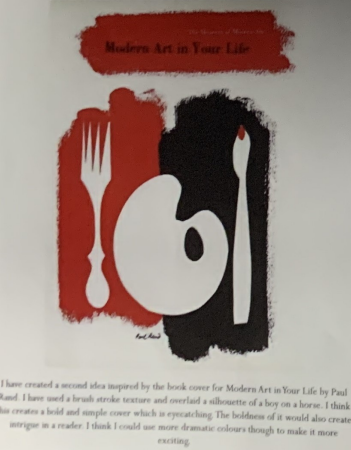
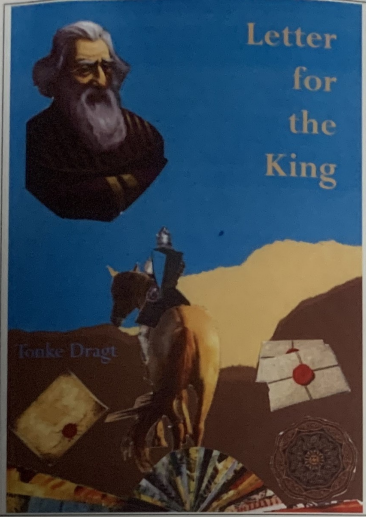


I have been inspired by the collage work of Martin O'Neill who creates whimsical collages using found image. He uses bright pops of colour and intricate arrangements of images which I think are appropriate to this story as it is full of adventure and this would pull in a teenager looking at the cover. I also like the varied textures used which create depth in his collages. In my own collages I have used intricately cut images on large areas of negative space as I am allowing for how these would look as a book cover. I think I prefer the emptier composition because it gives more room for the viewer to look at the image and imagine themselves in the place of the character. I also like the use of the image of the knight walking away as I feel that this would intrigue a reader as they would want to know where he was going.

Martin O'Neill



In these developments I have added typography to see how these would work as book covers. I have used serif typography as I feel that this is more appropriate for the medieval time period of the book. I have also used a bright yellow to stand out boldly against the blue background so that the title is visible to a reader from a distance.

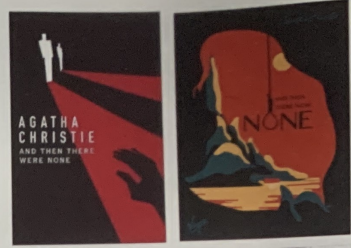


I have created a second idea inspired by the book cover for Modern Art in Your Life by Paul Rand. I have used a brushstroke texture and overlaid a silhouette of a boy on a horse. I think this creates a bold and simple cover which is elegant and intriguing. I think I could use more dramatic colours though to make it more exciting.



## And Then There Were None

And Then There Were None by Agatha Christie is a murder mystery novel set on an island where the inhabitants are gradually murdered. The book covers I have seen for this are generally very bold and use red and black which I think creates a sinister feeling and links to the theme of death. These two are also very bold and graphic and I think this makes the illustrations even more sinister: the figures are barely human and they are impossible to identify - like the killer, until the end of the novel. These both use a limited colour palette, with the first using just black, white and red and the second using complementary blues and oranges with a yellow that creates an unsettling, oversaturated image of the island. I also like the way that the O in 'None' is formed by a noose - which symbolises the final murder in the novel.



I really like the use of line in this line-art to create a range of texture. The bolder, wider set lines of the whale exaggerate the scale in comparison to the fisher men below it and the composition curling around the page creates energy, suggesting the adventure element of the story and draws your eye around the entire image.

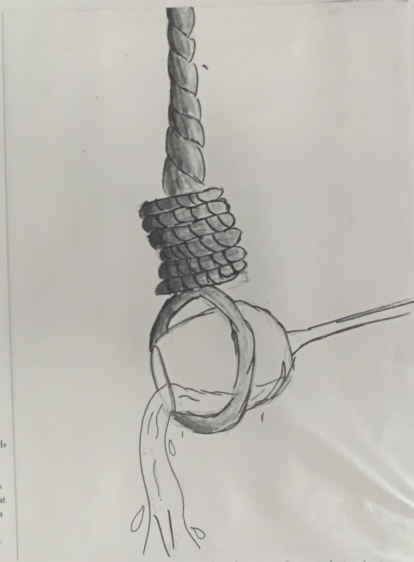
The text is simply set apart from the artwork, remaining clear and legible without interfering in the image itself.



I like the contrast between organic wavy lines of fire, smoke, clouds and fields and the geometric block of the house. This exaggerates the drama of the fire that takes place and marks a dramatic and pivotal movement in the story.

I also like the use of a limited colour palette, making the moonlit house stand out starkly against the orange flame which is so large it is wrapping around the moon.

I would like to use a limited colour palette in my own design for And Then There Were None as I feel it is appropriate for the mystery of the novel.

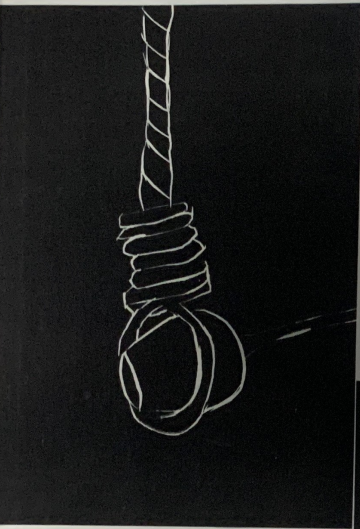


I have decided to combine the images of noose and wine glass to create an image that makes the viewer pause and look more closely in order to understand what they are looking at. I think this is good in an illustration as it slows the viewer down and creates intrigue. I think that it also tells the viewer a lot about the novel - the noose hinting at murder mystery and the refined red wine telling them something about the characters in the novel. I also like the ambiguity created by it: the red liquid spilling from a noose instantly makes you think of blood, but when you notice that it is a wine glass, you have to look again.

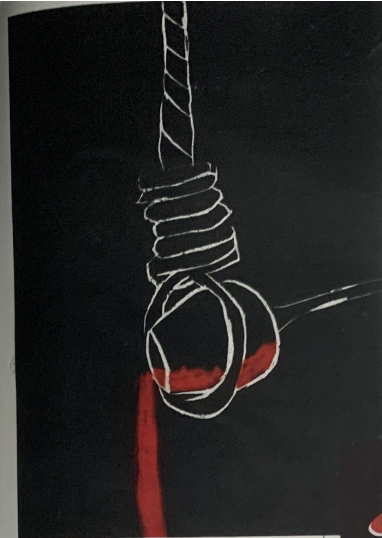
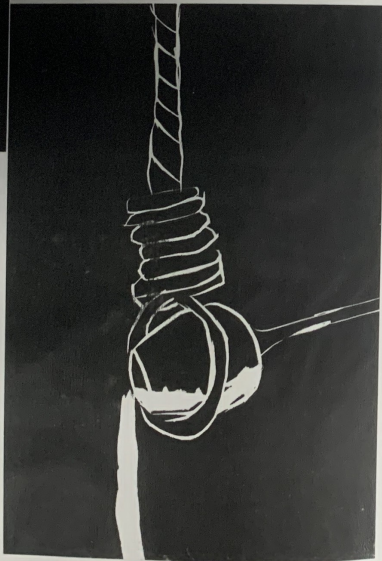


## Lino Printing Process

I did this project by using lino printing, this is when you cut a design into a sheet of lino with a lino cutting tool. You then roll ink onto it and put it through a printing press. In this first batch of prints you can see I have cut the design for a nose and glass, however I felt I needed to add to this, cutting out an area for the red wine/blood as a space to add a third colour to my design and also a dramatic element to the overall illustration that linked strongly to the novel.

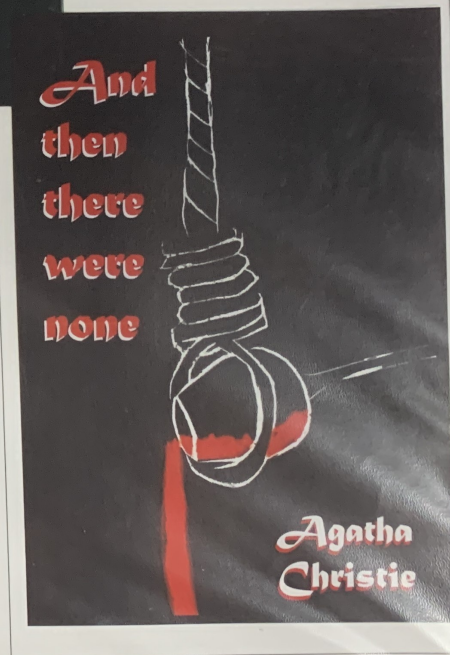
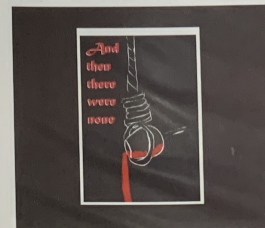
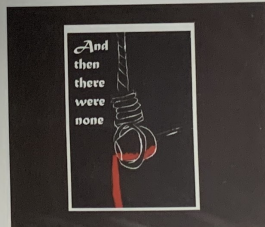


In this print I have added in the liquid pouring out of the wine glass. I did this by creating a second lino cut, however it was difficult to line up with my first one and so the red colour is not perfectly in line with the space that I left. I quite like the effect of this and the textures left by the cut, however I want a larger area of red to increase the drama in the illustration.



In this development I created a mixed media illustration, this time by adding watercolour. This creates a colour flow to the liquid and makes it clearer that it is being poured from the glass, allowing the reader to question whether or not it is wine or blood. This is my favourite design as the juxtaposition of the prints is very clear.

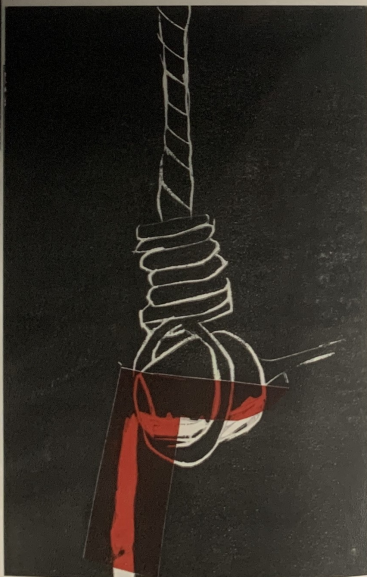
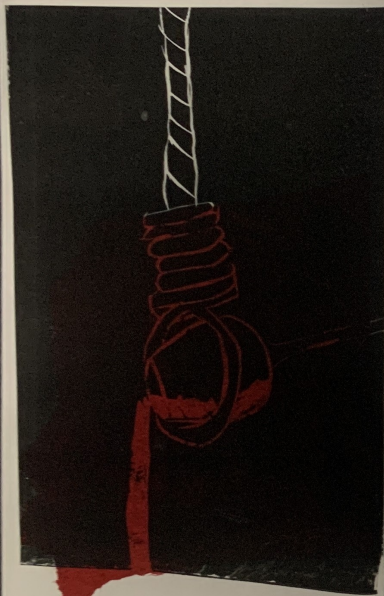
I have developed my illustration into a final book cover by scanning it in and editing it on Photoshop to lighten the contrast between the black and white and brighten the red. This makes more of a dramatic image suited to the genre of the novel. I have also added typography, using Matura Script. I felt that this font looked stylish and old fashioned and suited the time period of the novel. It also looks handwritten, suggesting that the novel is from the point of view of the investigator and also signalling to a reader that they too will feel that they are trying to solve a mystery as they read it. I used red and white to ensure the typography would stand out from the black background and be very legible on a shelf.



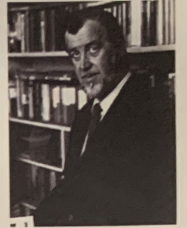
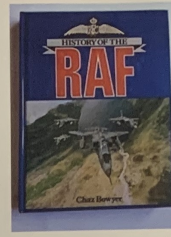
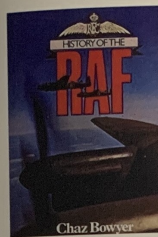
## Development of my Lino Print

In these developments I have collaged paper onto my design to show the areas of red. I really like these mixed media pieces before the larger areas of paper create a dramatic contrast with the fine lines of the print and I think the texture that is created by printing on top of the tissue paper adds a distressed look that mimics the emotions of the characters in the novel.

I also like the geometric design I created below which was inspired by the simplified graphics I saw in existing designs for the novel. I like that it takes away some of the flow of the liquid and makes the red more violent and arresting.



## History of the RAF



Raymond "Chaz" Bowyer (29 September 1926 – 18 June 2008) was a Royal Air Force armaments and explosives instructor who, after he retired from service, wrote and edited over forty books relating to the operations, aircraft, and men of the Royal Flying Corps, Royal Air Force, and Royal Naval Air Service.

I particularly like his book 'History of the RAF'. The book cover for this features realistic illustrations of planes in flight which tell the reader about the dynamism of the machines and the kind of information they can expect from the book. On both editions the typography used is similar: a bold blocky font for the acronym 'RAF' that stands out boldly against the blue background. They both also feature the winged badge worn by members of the RAF.

## Julie Guillem



Julie Guillem is an illustrator who created a series of illustrations for the children's book *L'Aéropostale* that retraces the extraordinary story of the postal link between Toulouze and Santiago de Chile. I really like the way that aeroplanes are portrayed in these illustrations - particularly the viewpoints at which the landscapes are drawn from in order to include the planes. Showing the plane from above, with the landscape stretching out below it creates an interesting perspective and allows the image to tell a lot of the story.

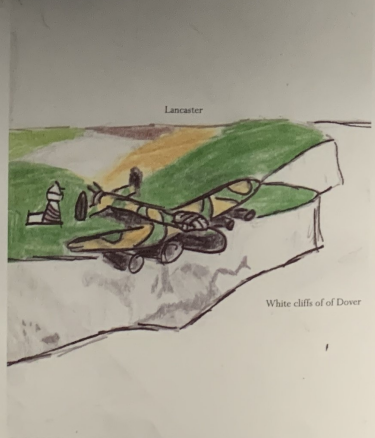
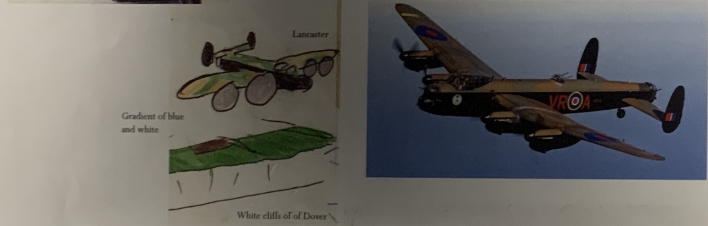
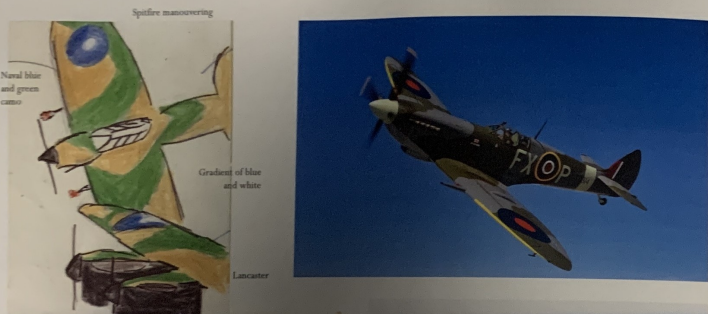
I am inspired by the way that in a reasonably empty background (like in the illustration of the plane at night), small low contrast details are used to create visual interest, whilst at the same time keeping a minimal and calm image. I also like the composition in the image of the plane flying over the land - the negative space at the bottom where the ocean is creates balance with the detail of the map-like land at the top of the page. This kind of composition could work well for a book cover because it would create space for typography.

The use of complementary colours on the cover of the book is very effective, with the blue sky contrasting starkly with the orange sand dunes. I also like the way that Guillem uses subtle textures to give her illustrations more depth. She also uses gradients on the skies in places to make the illustrations more realistic, despite their simplified style.





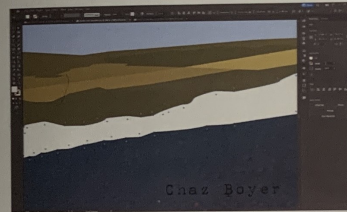
## History of the RAF Sketches



## History of the RAF development



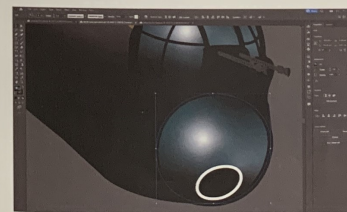
I used this image as an inspiration. I thought the planes in the image, Spitfire, Lancaster and Hurricane, were the aircraft most related to the RAF so I used them. I also used the image for reference for size comparison between the planes for my drawing.



These are screenshots of my work. The first shows the back ground. I drew rough and random shapes for the grass on the hill and different colours to add depth. I think it works well to represent different fields makes the whole drawing make more sense. I drew a jagged rough white surface for the chalk cliffs of dover.



This is my drawing of the Hurricane. Based the typical camouflage used in the image of the models, because I think they represent the plane best and it works with the back round. I used opacity to show the propeller spinning as well. I tilted the drawing to make it look like it was turning.



This is the nose of the lancaster. I used a complex gradient for all the glass on the aircraft. I did this to show reflections from the sun and try and create a sense that glass is curved. In the image you can also see the nose machine guns that were used to defend the bomber.





## Final cover

Overall I'm very happy with how the cover turned out. I think the aircraft drawings tuned out well and I think that the reflections in the glass look good and realistic. I would have liked to have added more depth and shadow to the cliffs however, I feel that the simplicity of the background helps to draw attention to the aircraft which are the main part of the cover.





## Further Experiments

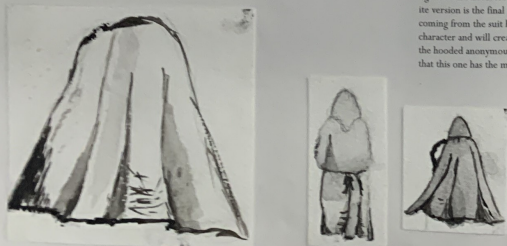


The characters in *Dune* journey across a desert planet and their clothing is made for this. Many of them wear long billowing capes, which also serve to conceal their identities. It is a common motif used on book covers and in concept art.

I think this is a good motif to use on my book cover, because it creates intrigue about the story. It also helps the reader to imagine themselves as a protagonist which will entice them to read the book. I want to show my character from behind so that their identity is completely obscured.



I did some watercolour drawings of hooded figures in capes to practise drawing the central figure of the novel for my book cover. My favourite version is the final one, as I think the shape coming from the suit hints to more about the character and will create even more intrigue than the hooded anonymous figure alone. I also think that this one has the most movement in the cape.

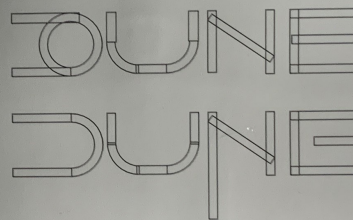


## Typography Experiments



I have considered both serif and sans serif fonts for my book cover. I thought that a formal serif style of typography might work because it fits the characterisation of the old noble families in the book.

However I have also looked at sans serif fonts because they are more sci-fi which also fits with the genre of the novel, simple, clean and futuristic.



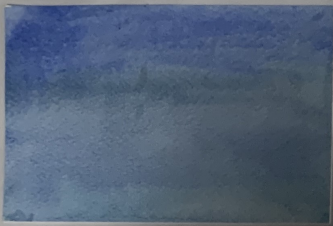
Inspired by one of the fonts I find, I have developed my own typography for *Dune*. I have experimented with bolding letters out of sections of geometric shapes: squares and circles to keep them angular which I feel fits with the futuristic time period of the novel. I have also experimented with various sections of the letters breaking out above and below the typical line of ascenders and descenders. I think that this links to the themes of battle, escape and travel in the novel.

I like both my final compositions: the simplification of *cap* in the final one into a series of lines feels very futuristic, but I also like the irregularity of the bounding box that could surround the first one.

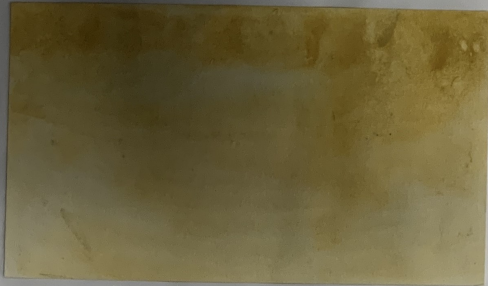
In my third iteration, I have extended the ascenders and descenders on the first 3 letters, and the bar on the E, but I am not sure if this interferes too much with the legibility.



## Watercolour Experiments



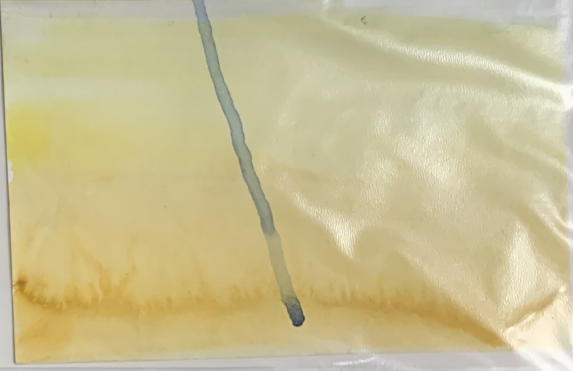
Gradient done with light blues getting darker. This didn't turn out as well as I planned because the contrast between the top and bottom is not great enough. I will develop this by using a darker blue colour as the gradient moves up the page, rather than just adding more water.



This piece worked well, however I would have preferred if the gradient was also stronger here to create more depth on this section of the design.



This is my most successful gradient experiment. It only uses one shade of blue, however I made the paint much stronger at the top of the page and watered it down significantly when I got to the bottom. I would like a more even texture in my final painting however.





## Further Watercolour developments



I painted full length versions of the sand and sky gradients that I will need for the full book jacket. I intend to extend this graphic around the whole book jacket so that it is the same on the front and the back.

## Final Design- Watercolour.



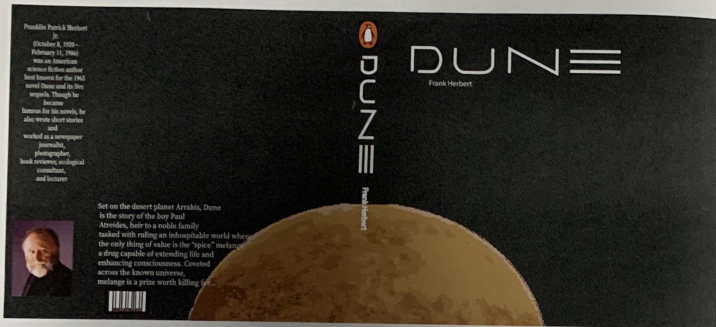
For my first book jacket I did a minimal composition using my watercolour landscape and cloaked figure.

I Photoshopped them together, and I like the centred composition, however I feel the cloaked character needs a lot more detail to make it the focal point of the cover. I also want to develop the position and alignment of the text on the back cover to make it work better with the landscape and create a cohesive design.

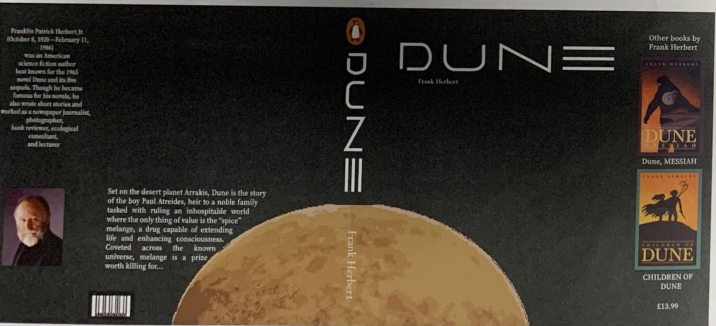
My colour scheme was inspired by my research on Jule Guillemin, and the blue and orange complementary colours work well to create an eye catching cover.



# Digital Development



Here I have created a whole new design for the cover. I thought of using the idea of the desert planet as a whole would look good. I think the empty space makes it look clean and sleek fitting the futuristic theme for the book. However, I would like to clean up the text more and add to the front inside leaf of the book.



Here I have developed the overall design. I have made the blurb fit around the planet and I have added the second books on the inside front leaf so as to not leave it blank. I have also enlarged the title and authors name on the spine I think that the cover now looks slightly more refined.

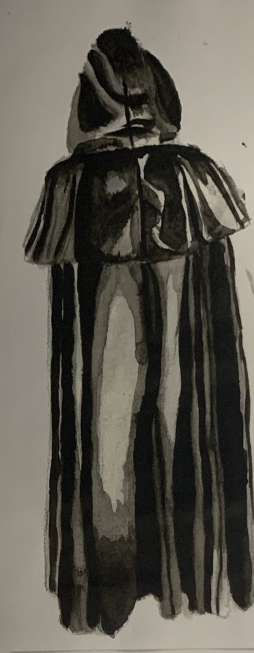
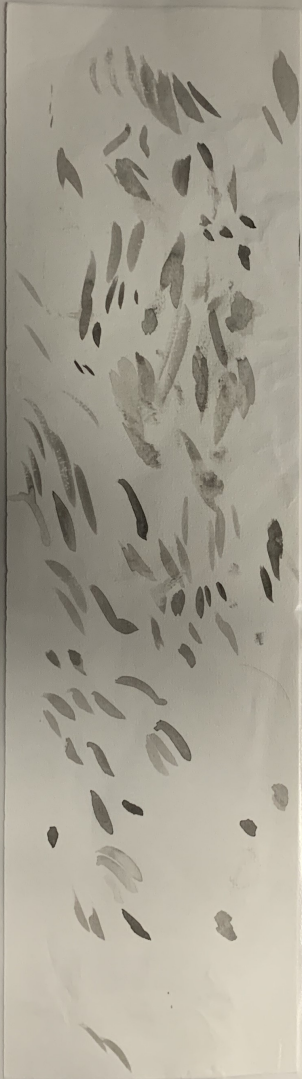




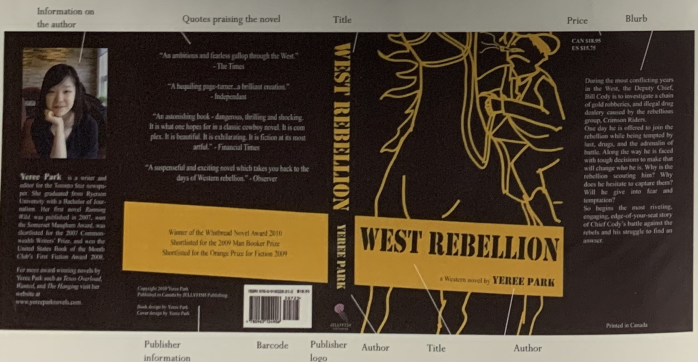
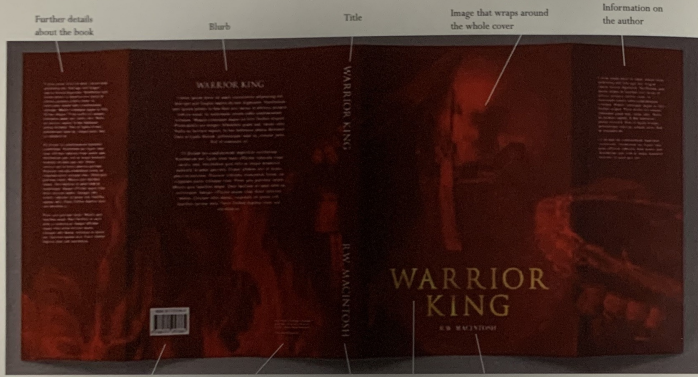
## Watercolour refinement



I used this reference image to help me paint a more detailed illustration of the hooded character. I used watercolour again and got different shades of black by watering the paint down to varying strengths. I like the outcome but I think that the tonal contrast could be more dramatic in parts. In my second attempt I built the paint up more gradually so I could get a steadier graduation of tone. I used the brush to add a slight texture to the edge of shadows and I think this adds more detail to the overall drawing.



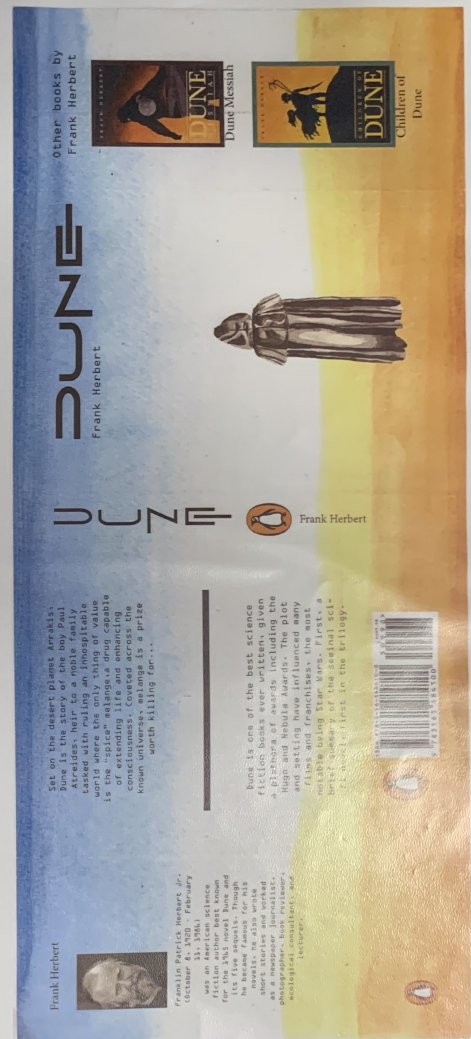
# Book Cover Jacket Analysis



I created a new book cover with my water colour caped figure. However, I feel like the character seem out of place compared to the background.



## Refined design option #1



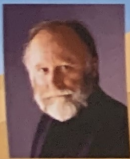




## Final Book Cover

For my final cover I have used my newest dunes and I have hidden my figure amongst them. I have added the blurh and a review at the back. Information about sequels and an authors blurh as well.

Frank Herbert (December 8, 1920 – February 11, 1985) was an American science fiction author best known for the 1965 novel *Dune* and its five sequels. Though he became famous for his novels, he also wrote short stories and worked as a newspaper journalist, photographer, book reviewer, ecological consultant, and lecturer.



Get on the Robert Armitage. *Dune* is the story of the boy Paul Atreides, heir to a noble family, tossed into a hellish and inhospitable world where the only thing of value is the "spice" melange, a drug capable of extending life and enhancing consciousness. Coveted across the known universe, melange is a prize worth killing for...

*Dune* is one of the best science fiction books ever written, given a plethora of awards including the Hugo and Nebula Awards. The plot and setting have influenced many films and franchises, the most notable being *Star Wars*. First, a brief summary of the seminal sci-fi novel, first in the trilogy.

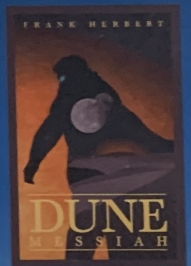
DUNE

Frank Herbert



Frank Herbert

Other books by Frank Herbert



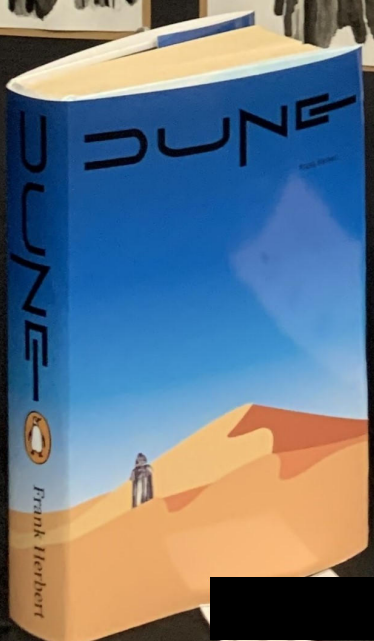
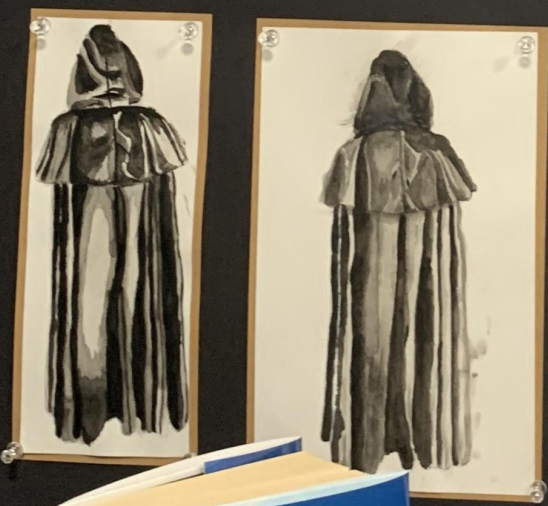
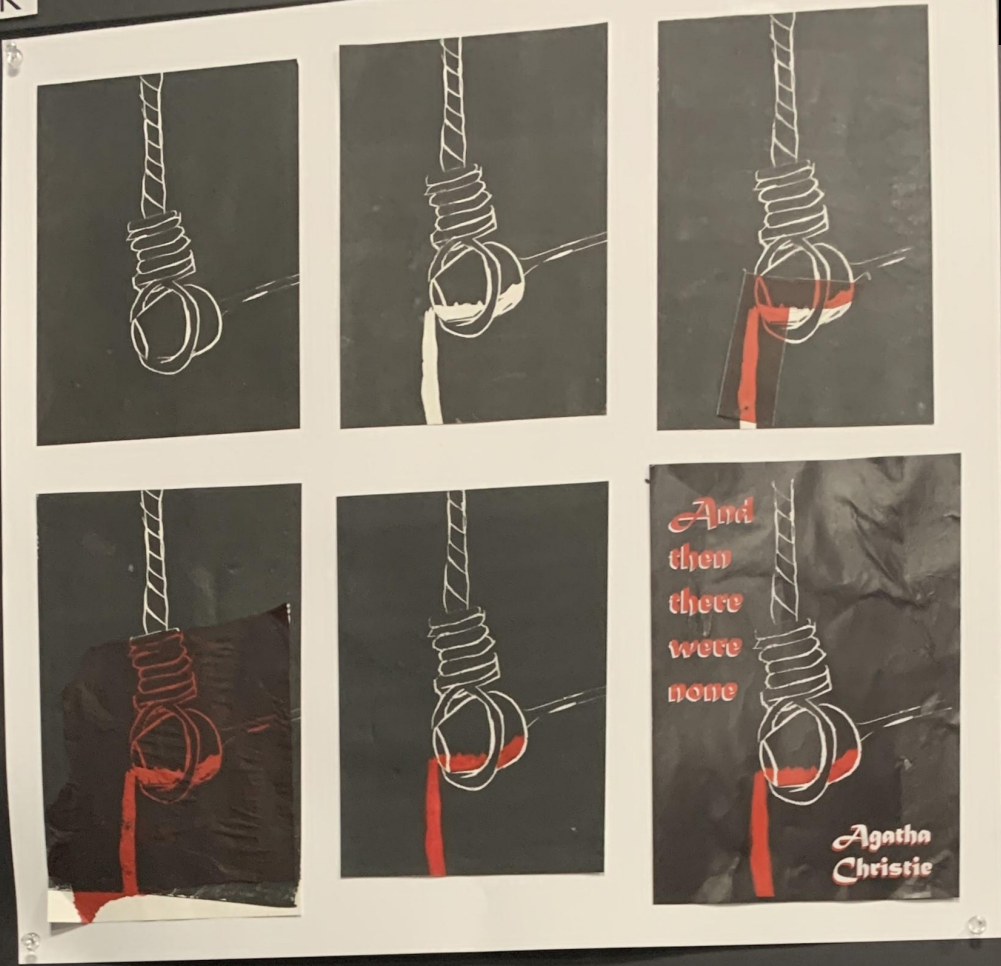
Dune, MESSIAH



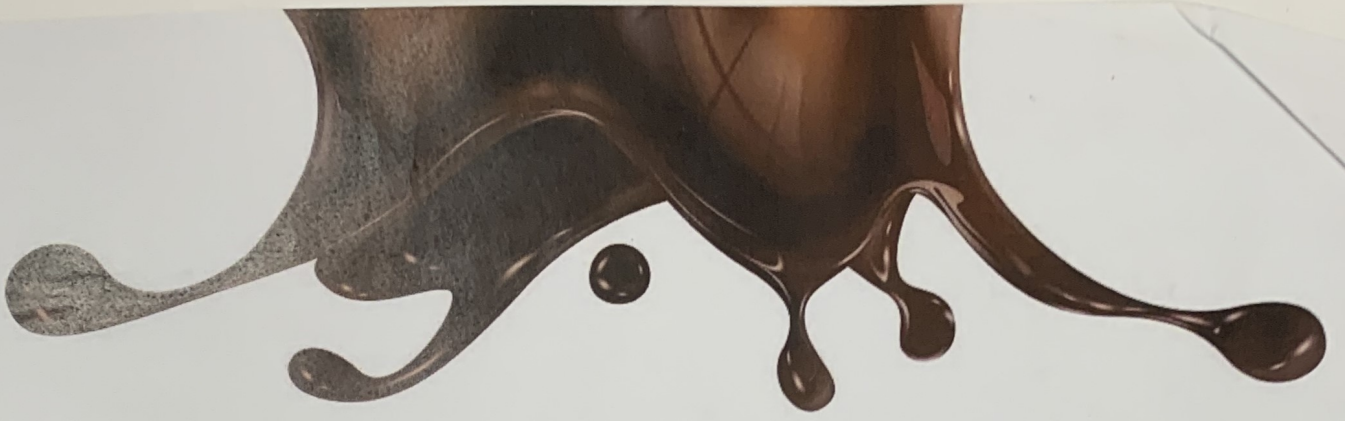
CHILDREN OF DUNE



ORSEWORK







**CHOCOLATE BOX**

**PACKAGING**





# Existing Box Idea

I like that this box design has interesting playful features to attract the attention of a younger audience. However, it keeps its sleek design so as not to seem tacky and cheap. It also uses fun typography that fits the aztec theme that runs through the design. The aztec idea also helps to show the chocolate's natural Peruvian nature again showing quality. They also included lots of information about the chocolate and where it came from and its ingredients and



allergy advice. These are essential things however this design has managed to incorporate them nicely without interfering with the look of the dragon on the front of the box. The color scheme works well with the style of the design with only basic colors that suggest a more natural quality, compared to most chocolate packaging at the moment that uses bright vibrant colors to attract attention from customers.

# Existing Box Idea #2

The box of Lindor milk that I photographed here is a more common and well-known packaging design. Lindor is famous for high-quality chocolate that might often be more expensive than other options on the market. So it is important that they make it clear in the style and look of the box. They do this first of all by using a red background, which has the benefit of this certain box design having a long-standing good reputation that is often linked with these types of chocolate which helps to attract attention to it and helps to get customers to make the link between the color and the quality of the product inside. The color is also very vibrant, which helps to make it pop in a supermarket. The shine from the gold touches on the box also helps to show the quality and luxuriousness of the product because these are the things that gold gives connotations of.



First hand photography



The floral pattern that flows around the side of the box helps to bring the customer's eyes down from the title to the cut-out in the front of the box so they can see the product. It does this while also being relevant to the box by having cocoa beans and so showing how they use real chocolate to make their products taste better. The shape of the box has also been thought about because it has a large hole at the top to make it easy to access the chocolate. The box is also big with lots of space for more of the chocolate. It also makes it more inviting to go for it. The top of the box shows you another one of these products so that you go back to them. It does this by telling you that it is "irresistible" to attract even more attention. The elegant serif font is also very linked with high quality and also the company's self again. This is because long elegant typography like that used for the name of the company often gives connotations of hand-written and artisan. This suggests that care and attention is given to each product and so it is worth spending that little bit more on the product. The back of the box also shows a picture of a cook making the chocolate and so again linking to high-quality artisan and expert time and effort is put into every single one of their chocolates.





# Chocolate Company Logos



- Shows product
- Simplest and fun. More for kids



- Notes like in the chocolate, it's self



- Purple with blue colour of cadbury. Cons with history and reputation
- Fun text



**TOBLERONE**

- Mountain suggest country of origin Switzerland



- Serif font suggests luxury
- Gold again suggest quality luxury and excess
- Shows product

ESTABLISHED 1915



**HAIGH'S**  
CHOCOLATES

- Serif
- When company worked up their long experience

*Lindt* 

MASTER CHOCOLATIER  
SINCE 1845

- Serif is fancy and older
- Age of chocolate shows experience
- Gold shows quality



- Simple
- Half of a heart suggests love



- Typography reflects flavour of chocolate



- Shows help for slavery
- Have flavour on the package

*Reese's*

- Simple and fun
- Sans serif suggest more modern



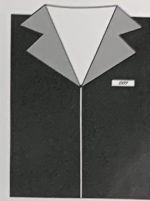
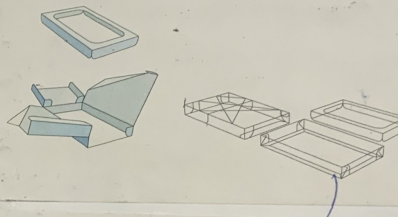
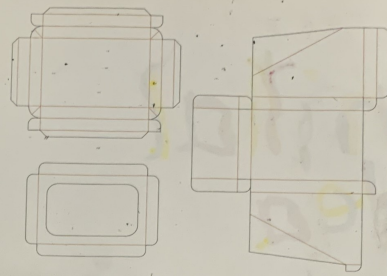
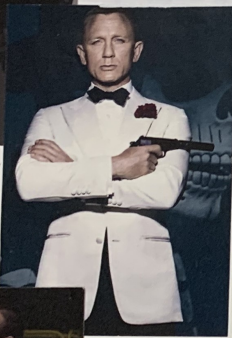
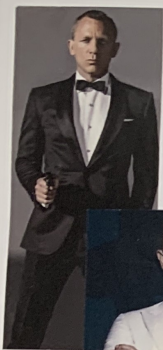
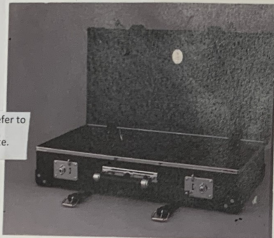
# Initial Idea



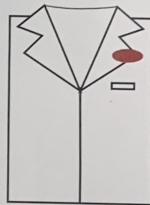
I like the idea of using the net on the next page as a James Bond style suit.

The inside piece will be a brief case again inspired by James Bond with the chocolate inside of it.

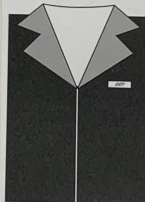
Different suit types could refer to different flavoured chocolate.



Plain black suit is clean and smart, would have basic flavours like milk chocolate. 007 logo would be on the pocket square.



White suit would be white chocolate with pieces of raspberry to represent the red flower he wears.



Black is smart and elegance linking to James Bond's character



White is slightly different and more exciting due to being a brighter colour, it also clean and neat.



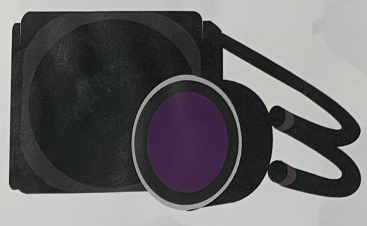
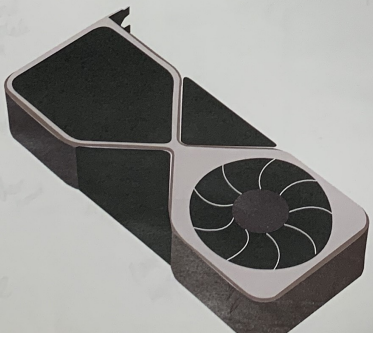
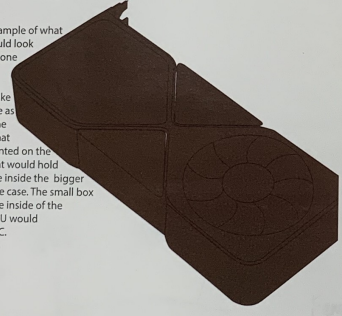
# Initial idea

This idea is inspired by the pieces that make up a computer. Each component of a computer would inspire a different shaped box which would contain chocolate of various flavours. All of the component boxes would be housed in a larger box which is inspired by a computer case.

- PC Case
- Each component is a different flavour of chocolate

  1. Motherboard
  2. Fans
  3. GPU
  4. CPU
  5. CPU cooler
  6. RAM
  7. Power supply

This is an example of what the GPU would look like. The top one is what the chocolate would look like inside. Where as the part at the bottom is what would be printed on the small box that would hold the chocolate inside the bigger box that is the case. The small box would clip the inside of the case like a GPU would in a normal PC.



This is a small CPU cooler and would chocolate wrapped in foil inside the box in the right place to make it look more realistic.



The box here is inspired by an NZXT PC case. The box would open from the side panel that is seen on the side of the box I have drawn like the real PC case its self.



## TYPOGRAPHY

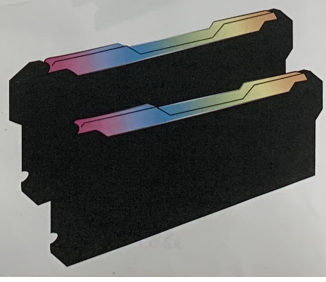
This typography works well with the box because it looks like the typography from a digital clock.

## Typography

This type of typography would work well to create a simple computer inspired title on the box so that it runs with the theme of the box.

## TYPOGRAPHY

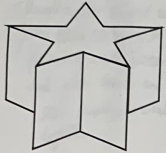
This typography is slightly different because instead of being computer inspired it is more of a futuristic design.



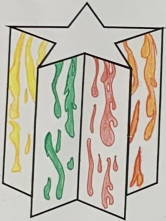


# Initial idea 3

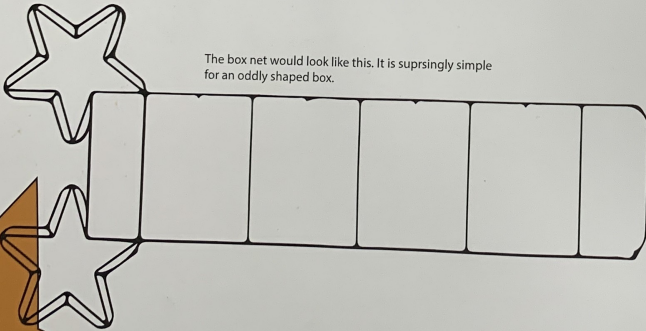
For my last idea I wanted to go for a more simple & luxurious design. I thought a star shaped prism, with a base colour of white ~~box~~ from each point of the five pointed star there would be colours coming in like dye going into water. These would represent the different flavours of each corner of chocolate. Red would represent strawberry, green would be mint and so on.



This is what the box would look like. The top star would open up as a lid and the box could be longer depending on the amount of chocolate in the box



The chocolate its self would be a star shaped and would each be separated by a thin layer of foil so they don't melt together.



The box net would look like this. It is suprsingly simple for an oddly shaped box.

I took some pictures to see if I can get the look I wanted. I did it by adding ink to a glass of water. It looked good but I was looking more for a long thin strip of ink going down. I tried with different glasses so I could see the ink better with it being affected by the ink



## Maquettes and Photos



This is a maquette of my initial box idea the piece is pretty simple and based off of a net that I found that is made to look like a double breasted suit. As it was my first idea it was pretty simple with no extra desing features so I could visualise the box first.



This is a more detailed box net with a suit that fits the James Bond design better than the other one. I tried a more normal suit this time and underneath in the box that holds the chocolate its self I put shirt with a tie on it so to fill the look better.



## Typography

**007 CHOCOLATE**

This is a basic James Bond themed typography because of the slanted numbers and long letters, it is serif so looks slightly more refined.

**007 CHOCOLATE**

This is a font that is inspired from the font from the specter film. I like this one because of the Iconic 7 with a pistol that symbolises James Bond.

**007 CHOCOLATE**

This is a typography that is inspired by the one used in the "No time to die" film poster so fits the theme.

**JUST TIME FOR CHOCOLATE**

This is a title idea for the chocolate product its the title of the film and book "No time to die" changed to make it chocolaty

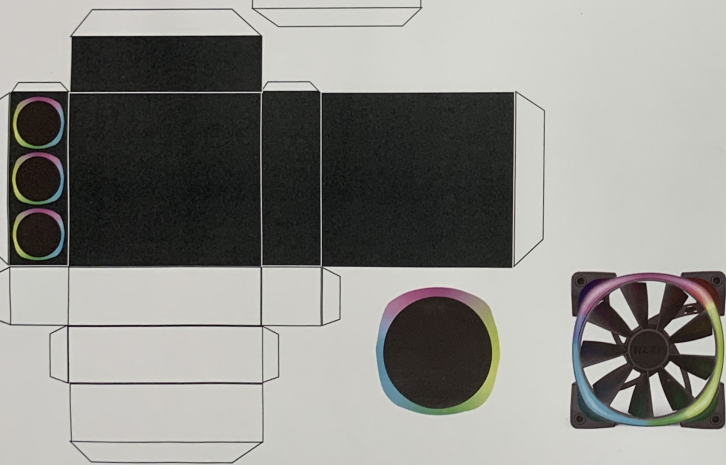
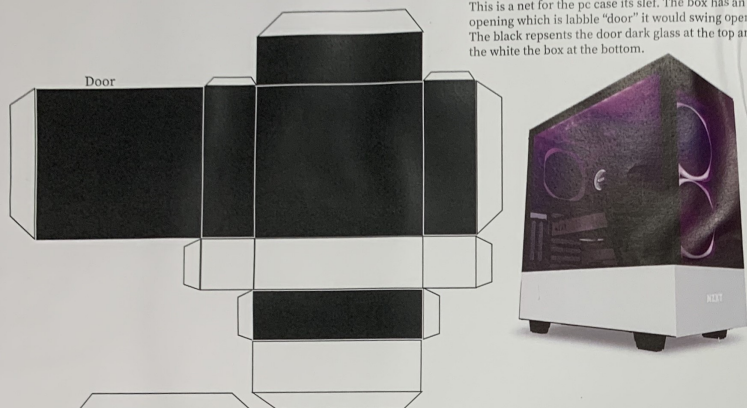
**LICENSE FOR CHOCOLATE**

This another James Bond themed pun this time referencing James Bond's licence to kill.



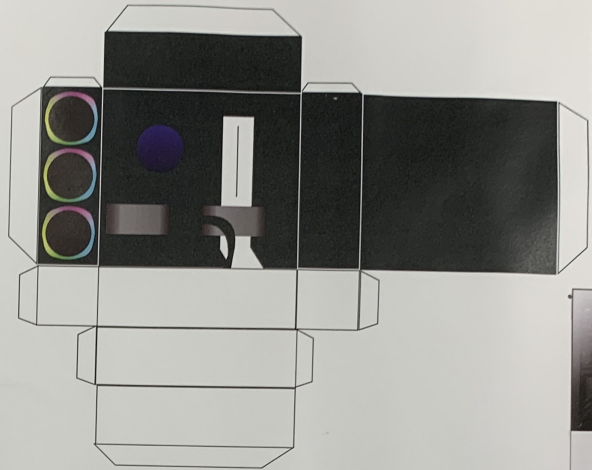
# PC IDEA DEVELOPEMT

This is a net for the pc case its self. The box has an opening which is labble "door" it would swing open. The black represents the door dark glass at the top and the white the box at the bottom.

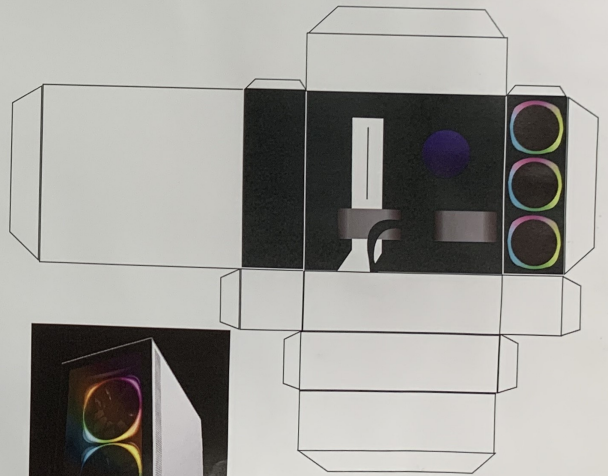


I created the design for the fans at the fronts of the box. I used gradients to create the LED light effects and the black circle represents the fans.

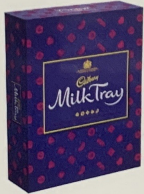
I added a the graphics card as a basic gradient piece to represent the shiny grey metal that is on the founders RTX 3090. I also added the wires leading off of it. I also wanted to add to the white bar that all NZXT cases have and the purple screen of the water cooler.



I realised that the back larger and top panel of the case is white so i changed them. The back smaller panel has mesh for air flow and vent for a fan.



# Brand Research



Cadbury was established in Birmingham, England in 1824, by John Cadbury, a Quaker who sold tea, coffee and drinking chocolate. Cadbury developed the business with his brother Benjamin, followed by his sons Richard and George. George developed the Bourneville estate, a model village designed to give the company's workers improved living conditions. Dairy Milk chocolate, introduced in 1905, used a higher proportion of milk within the recipe compared with rival products. By 1914, the chocolate was the company's best-selling product. Cadbury, alongside Rowntree's and Fry's, were the big three British confectionery manufacturers throughout much of the 19th and 20th centuries



# Packaging Research



Purple brings to mind great Cadbury reputation and immediately shows quality.



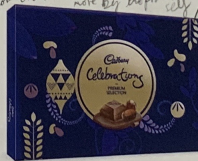
often has little white space to attract attention and to show its made of milk



Simple spaces on more special products suggests higher quality because it's not so great attention with bright pop out colors because aimed for older audience and attracts attention more by the product itself



Gold Cadbury logo shows quality and luxury



Other little gold touches only on more expensive milk trays and Celebrations show that they are more special than most normal products





## Design Brief



**Client:** Cadbury

**Client need:** New packaging for the Cadbury milk tray to promote the newest James Bond film.

**Purpose:** to increase revenue.

**The Audience:** is designed to target 30-50 year olds therefore, a high disposable income.

**Context:** This product will be placed in all supermarkets across the UK including Tesco, Sainsbury, Waitrose, Marks & Spenser, Aldi and Morrisons.

Advertising will be in the form of billboards and animations. Point of sale display will be used in the supermarkets listed above. The print advertising will be at the following locations: Train stations and Bus stations. The digital advertising will be seen on cinema ads and Instagram.

**Timeline:** To be released in January 2023

**Budget:** Unlimited.

**The constraints:**

**Packaging:**

- Must contain Cadbury logo
- Must contain the trademark cadbury colour
- Must contain typography of the new flavour
- Must contain milk tray imager
- Must include the product information such as ingredients and nutritional information.
- Must contain company information.
- Must contain a barcode and other important information i.e. fair trade etc.



**Advertising:**

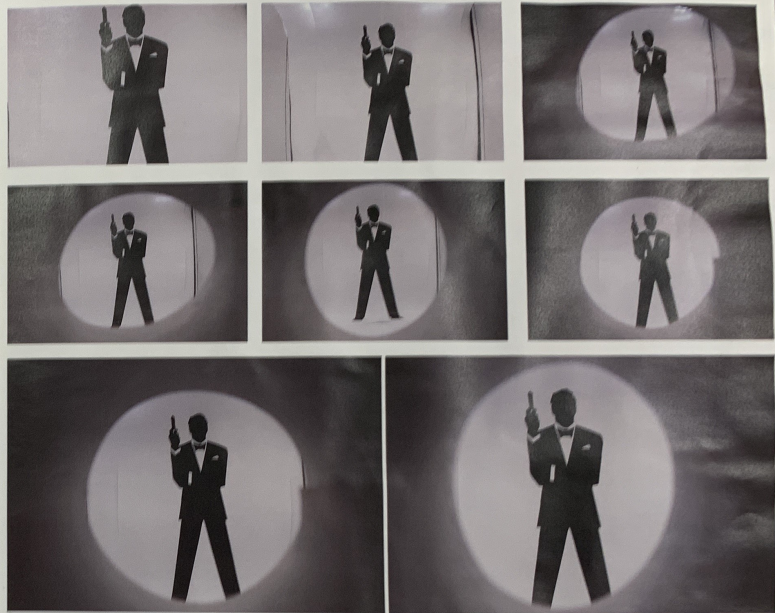
- Must contain cadbury logo
- Must contain the trademark purple colour
- Must contain connected to the
- Must contain a slogan.
- Must include the packaging/product.
- Must follow the design language of the packaging.

**Point of Sale:**

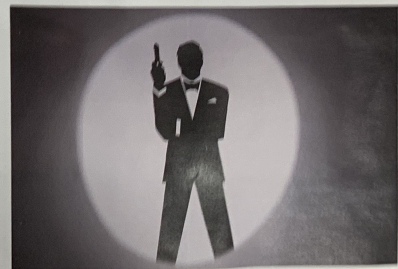
- Must contain cadbury logo
- Must contain the trademark purple colour
- Must contain imagery from packaging connected to the milk tray idea
- Must contain a colour such as black or white somewhere on the display.
- Must contain company information.
- Must follow the design language of the packaging.



## Barrel photos for James Bond



These are photos that I took myself. Its a vector silhouete of James bond and I used a piece of grey card to recreate the iconic picture of James Bond view from down a gun barrel, I edited the colours on the one below on photoshop to make it darker at the edges to make it look more authentic. Some of the photos I took had the corner of the light box at the side which didn't look very good so I chose the iamge with out it.





## Research for James Bond suits



### The Basic Suit

It will usually have notched lapels, sometimes peaked, and comes in single-breasted styles. Flap pockets, a small ticket pocket, and plain sleeve cuffs finish off the look. The basic suit jacket is best matched with flat or pleated pants.



### The Dinner Suit

The dinner suit is a black, midnight blue or white two- or three-piece suit, distinguished by satin or grosgrain jacket lapels and similar stripes along the outseam of the trousers.



### The Double breasted jacket

Has overlapping front flaps which has on its front two symmetrical columns of buttons.

## Milk Tray Man Research

From 1968 to 2003, and since 2016, the chocolate is advertised by the 'Milk Tray Man', a tough James Bond-style figure who undertakes daunting 'raids' to surreptitiously deliver a box of Milk Tray chocolates to a lady. The original tag-line was 'And all because the lady loves Milk Tray.'

All because the lady loves



This is the Milk Tray Man's calling card that he would leave with the box of chocolates



The Milk Tray Man would wear a black turtle neck jumper, black gloves, black trousers and black shoes.

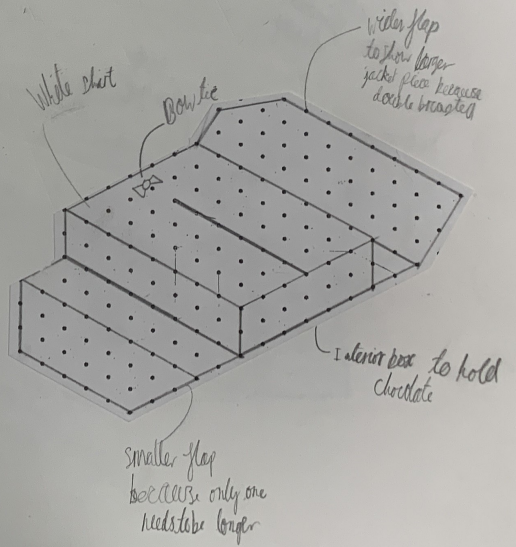
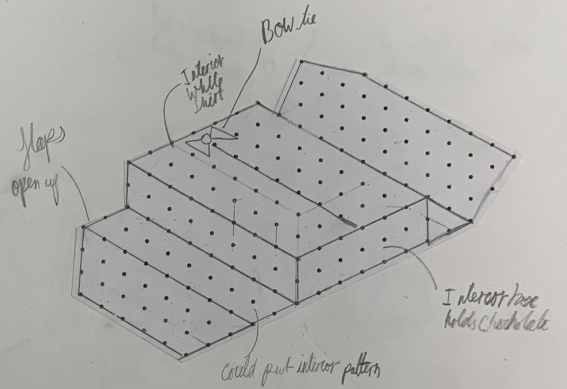
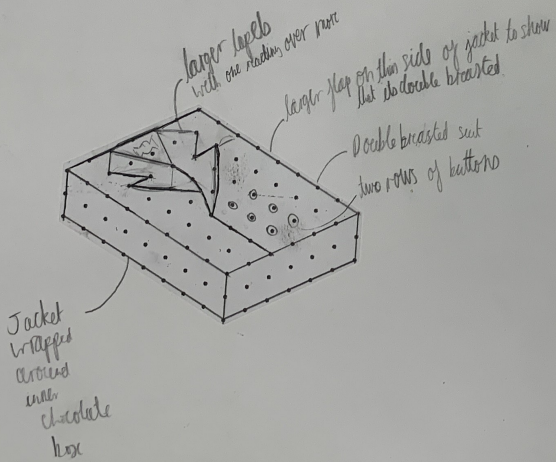
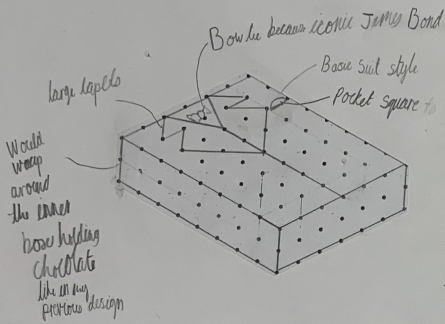
I thought that this linked well with my project because of the similarities between James Bond and the Milk Tray Man. Seen as they both are spies that have to go and on secret missions.

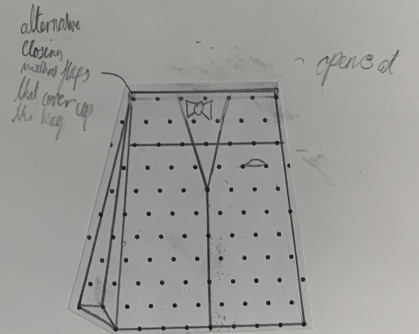
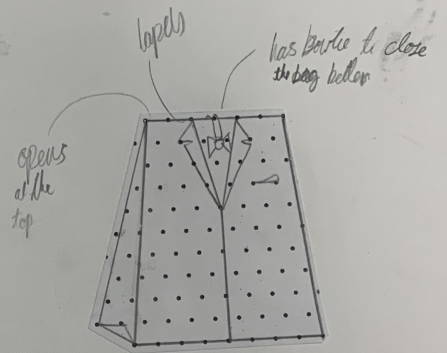
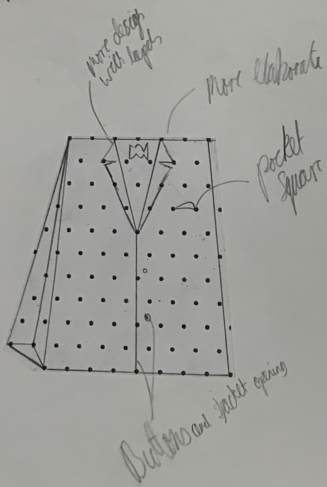
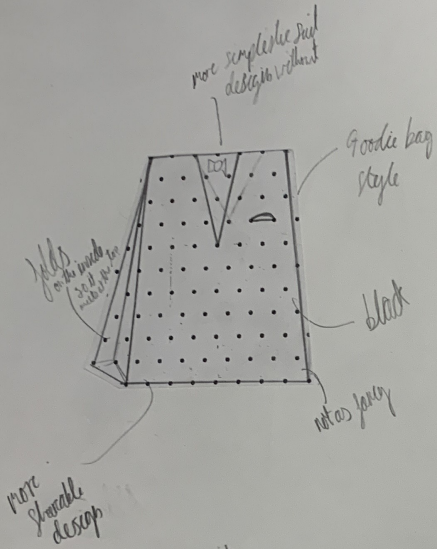




# Isometric drawing ideas

I have drawn isometric drawings to so I can visualise my idea better.







# Analysis of an existing chocolate box net



Has the number of chocolate pieces because is not found very often if at all. Also adds to the fact that the product is expensive because it gives connotations of importance and made by hand.

Small paragraph explaining about the chocolate and how it was hand made for customers.

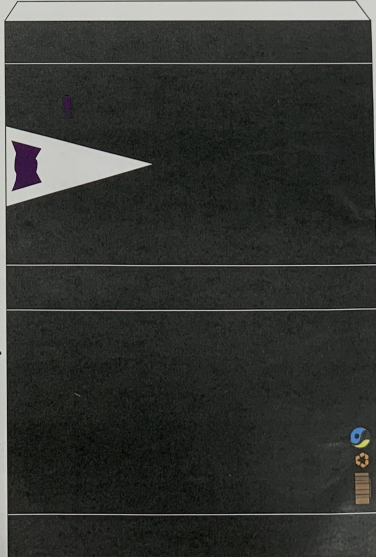
Ingredients and allergy advice



Paragraph explaining chocolate and hand made for

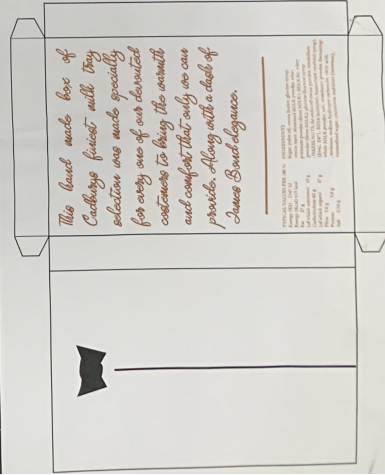
Instead of best by date has ASAP (as soon as possible) which is funny and different. Also, it says the chocolate is good and will melt quickly.

# Development of sleeved box net



This net has again the James Bond suit design on it. It has a sleeve that the simple box slips into itself opens with a lid. I drew some patterns using inspiration from the casino royal titles at the end of the film.

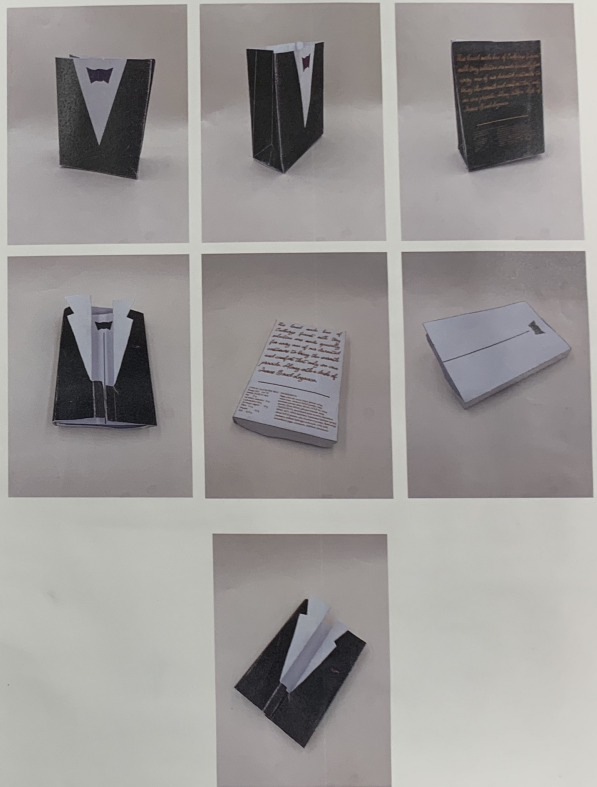
*This hand made selection was made for every one of our customers to bring it provide. Along with James Bond design.*



*This hand made box of Cadbury finest will bring selection was made specially for every one of our devoted customers to bring the warmth and comfort that only we can provide. Along with a touch of James Bond elegance.*

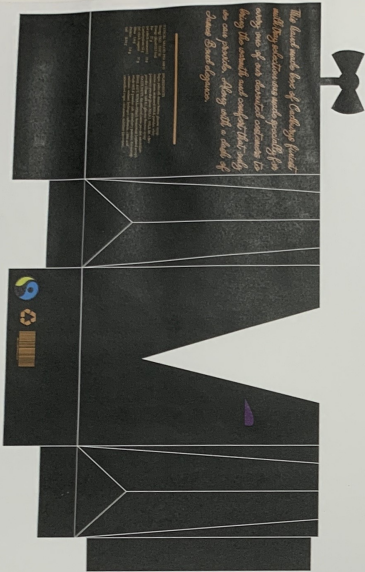
This net has again the James Bond suit design on it. Its same style as the one above. It has a sleeve that wraps around the box inside and opens like a jacket. The lid of the box has a shirt on the front because it is visible through the box.

## Maquettes



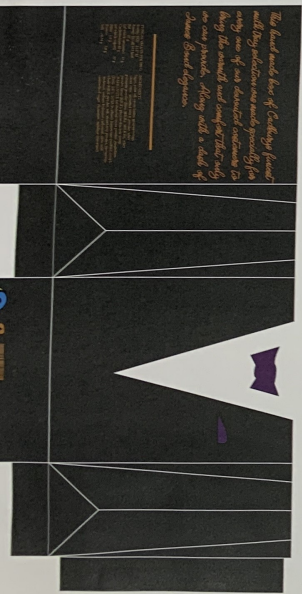
I printed of my nets on to card so that I make them into the boxes so I could visualise them better. I liked the bag net but the black got scraped off very easily, but it won't be a problem because when I make the next one I will do it on photo card so it won't get ruined as easily. The folding didn't look great as well so I need to be more careful. For the next net I didn't like it so much I need to find a different way to join the jacket together and angle the lapels more. For the back of the box I need to make the little bit of description of the product smaller. I also think the inside of the net needs more as well because

## Development of Gift Bag Net



*The final made from of Cadbury Bonnet will bring education and awareness to young people of the benefits of sustainable living. The overall aim of the project is to raise awareness of the benefits of sustainable living and encourage people to live more sustainably.*

This net has again the James Bond suit design on it. It's the same style as the one above. However, I thought the net might need some more Cadbury so I added more purple.



*The final made from of Cadbury Bonnet will bring education and awareness to young people of the benefits of sustainable living. The overall aim of the project is to raise awareness of the benefits of sustainable living and encourage people to live more sustainably.*

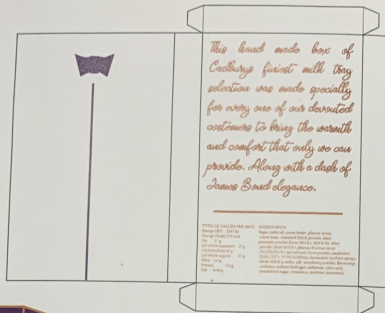
This net has again the James Bond suit design on it. It opens from top and works like bag. The box is closed by the bow the which comes over the top so that it fits on and is in the right place for a bow tie.



## Development of colour scheme



For this design I wanted to use to really make the cadbury stand out more. I felt it had been severely lacking from my last design and so I wanted to make it more obvious by using the cadbury colours of gold and purple. I also added the wight to the bottom of the box.



This is a developed design of my bag box. I have used more purple and gold again to show that the product is made by cadbury. I also added a flap at the top of the box that will fold over to close the bag better. Something I realised was missing when I made the mocket. I also added the wight to the bottom of the bag because I realised I had left it out.



## Development of colour scheme and patterns



This is the same net from before again with a box that slides into a jacket but I changed the colour scheme again to fit cadbury again. I did one with the bow tie in purple



I have been inspired by the graphic animated titles of Casino Royale 2006. I like the intricate patterns that are inspired by the suits on a deck of cards.

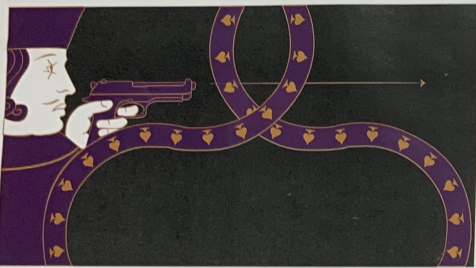
I like the idea of using an intricate and detailed pattern on the inside of my box design because I feel this will contrast the sleek outside and also work well with the theme of a secret agent - it is like a surprise within the box.

I also think that it works well with the idea of an adult target audience as it feels sophisticated and interesting that there would be more to the packaging once it is opened.



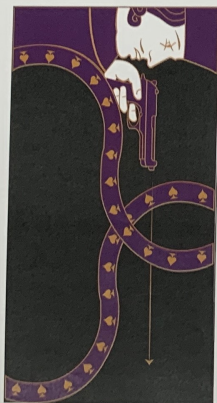


This is a design for the box lid inspired by a part of the title scenes from the James bond film Casino Royale. I think it looks good but it was difficult to get the shapes into a solid pattern that was straight.



This is a design for the box lid inspired by a more interesting part of the title scenes from the James bond film Casino Royale. I think the design looks really good. The purple and gold again is to show the cadbury.

This is the other part of the box net. I changed the box lid design and put the other design that I had drawn

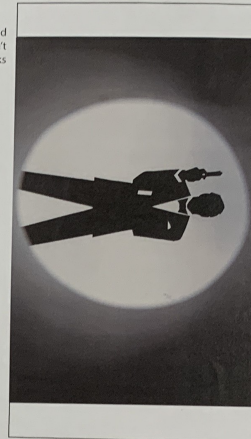


*This hand made box of Cadbury's finest milk tray selection was made specially for every one of our devoted customers to bring the warmth and comfort that only we can provide. Along with a dash of James Bond elegance.*

TYPICAL VALUES PER 100g  
Energy 1025 kJ/245 kcal  
Fat 27g  
of which saturates 13g  
Carbohydrate 62g  
of which sugars 57g  
Fibre 1.6g  
Protein 3.6g  
Salt 0.24g

INGREDIENTS  
Sugar, milk solids, cocoa butter, glucose syrup, cocoa mass, dimethyl silica, powder, white potassium persulfate (E174), MICA, yellow powder (E174), MICA, yellow, glucose fructose syrup, MALT, MALT, D-GLUCOSE, butterscotch (caramelized sugar), whole milk powder, milk, anhydrous powder, Bismuth yellow, titanium dioxide, carotenoids, citric acid, standardized sugar, crocospice, stabilizer (E322).

For this I used a photo that I had taken earlier because I haven't used it before. I think it looks good and is very James Bond.



*This hand made box of Cadbury's finest milk tray selection was made specially for every one of our devoted customers to bring the warmth and comfort that only we can provide. Along with a dash of James Bond elegance.*

TYPICAL VALUES PER 100g  
Energy 1025 kJ/245 kcal  
Fat 27g  
of which saturates 13g  
Carbohydrate 62g  
of which sugars 57g  
Fibre 1.6g  
Protein 3.6g  
Salt 0.24g

INGREDIENTS  
Sugar, milk solids, cocoa butter, glucose syrup, cocoa mass, dimethyl silica, powder, white potassium persulfate (E174), MICA, yellow powder (E174), MICA, yellow, glucose fructose syrup, MALT, MALT, D-GLUCOSE, butterscotch (caramelized sugar), whole milk powder, milk, anhydrous powder, Bismuth yellow, titanium dioxide, carotenoids, citric acid, standardized sugar, crocospice, stabilizer (E322).



## Maquettes

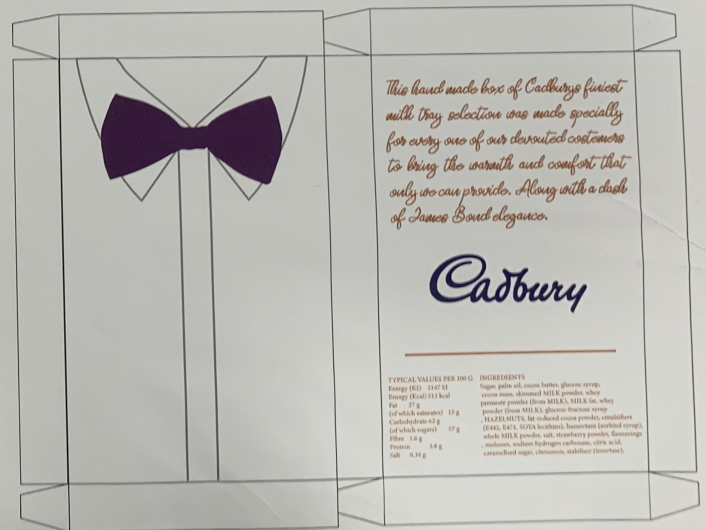


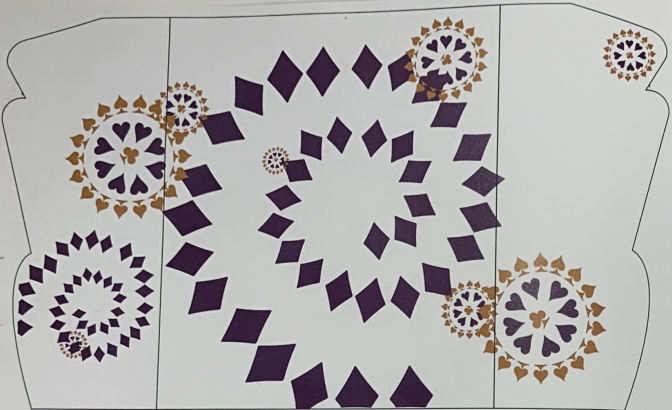
I made mockups of my design so I could help visualise the problems that I still need to work on. I need to make the jacket taller because it doesn't close around the box because of the new flaps on the box. I also need to fill the white gap in the back of the box.

## Development of nets after mockups



For this improved net design I changed the lapels of the jacket and made it so they open up wider. This will help to show the inside design and makes the jacket look more realistic as well. For the inside box I made the flaps bigger and added them to the lid piece as well. I also added the Cadbury logo in.



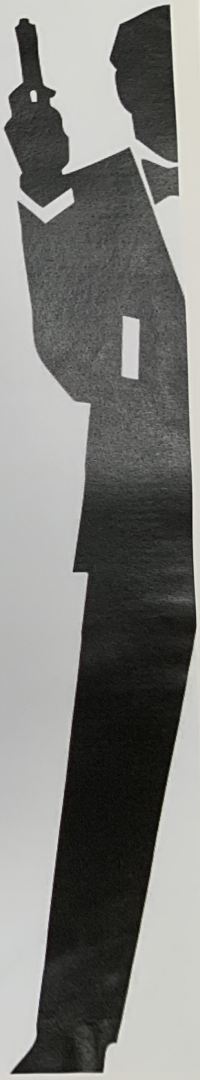


This is the inside design for the jacket I changed the shape to fit the new shape of the jacket and I moved one of the circles so that it is visible on the outside.

*Developet maquette*



This was the next maquette I made. The changes I had made to the lapel worked well. However, I didn't make the interior piece big enough and so it was slightly smaller than the outside one. This meant that the box didn't fit very well and so I needed to cut it into segments and stick them separately.





## Milk Tray research

In order to support my development of an illustration for the inside of my packaging I have researched the milk tray because it is the chocolate I am making a packaging for. I am looking at the shapes and patterns of the different chocolates so I can make a piece for the inside of my box that is accurate. I am going to draw each chocolate on to Adobe Illustrator so I can add each one to Adobe Illustrator.



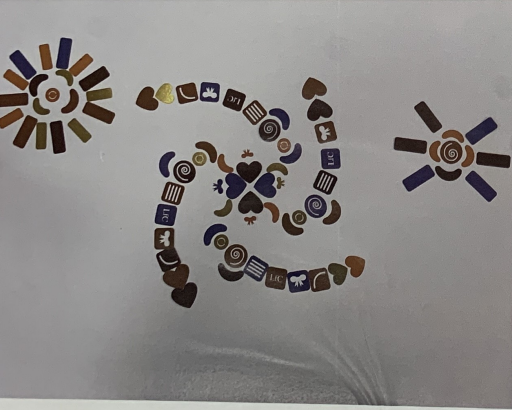
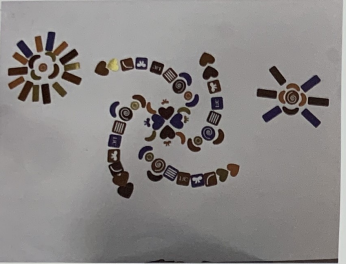
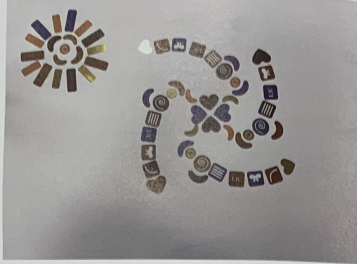
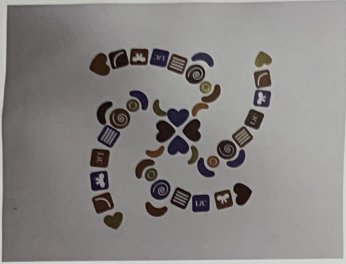
## Graphics for chocolates

I drew some basic vectors of each different chocolate so that I can use them to make a pattern on the interior of the jacket. Each one has been done from above. I want to also laser cut them so I have little pieces of card so that I can use them for making a pattern more easily.



I did an extra one with my chocolate name "Licence to Kill". I wanted to show of the name more.

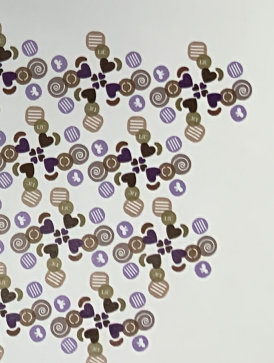
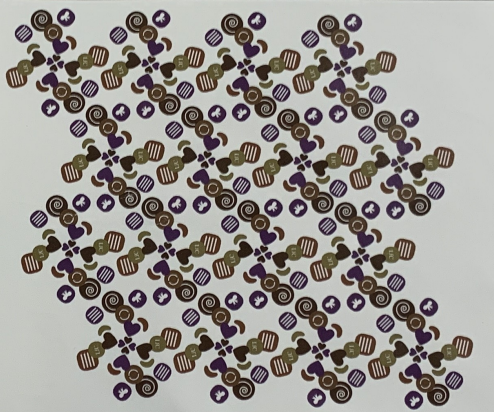
## Development Interior of the Jacket



I used the school laser cutter and cut out the patterns of the different chocolates that I drew. I made them into a pattern so that I can put it into the jacket. I took inspiration from James Bond title sequences again.

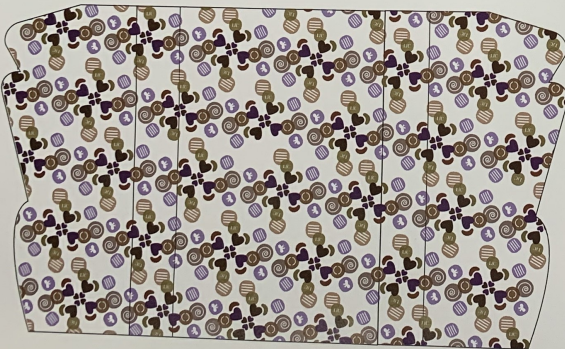


I took inspiration from this photo from the title scene of the James Bond Casino Royal film. I liked how they used patterns and the way that they are see through. I created a initial pattern and then copied it multiple times to create a layered larger pattern. I then created the same initial pattern with the opacity of the chocolates at the background so that I can get the effect of the of the see through pattern on the inspiration photo. I then did the same process as before so that I can get a larger pattern again by copying the pattern multiple times.





## Final product



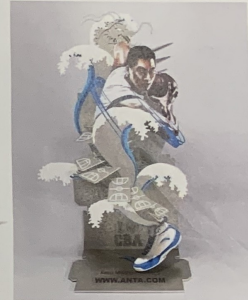
Overall, I think that the final design looks good. I like how the interior of the jacket turned out and I liked how I used the chocolate pattern. It looks alot better than my previous design because it links more to the chocolate and it fills the space better than my previous designs. I like how the overall look is smart and elgant and fits the James Bond look. I also like, how the back of the interior box looks with the Cadbury logo and the ingredients. I also like how the lapsels of the jacket look with the pattern on them.

## Research for point of sale display



This point of sale display for a cutlery set uses a cool background with stars to place the product on different levels. They have also used plants that fit with the exotic theme to hide the different plates and tea cups. This makes the design more exciting because it makes the customer look more at the design to find the plates.

The design are bright and pop out to attract the audience. They also show the sport the shoes are good for. They are both very intricate and interesting. This helps to bring the attention to the design but also keeps the customers eyes on it as they not only admire the it but also take it all in. They also have the got the main parts of the point of sale display coming out of the shoes with the players suggesting that it all grows from the shoe and it will help you achieve that.



It all begins when you open up the shoebox



This design is also very exciting and with lots of different pieces to it. It has an overarching colour scheme of black, white and blue with certain bits with different colours to make them stand out. Such as the product its self on the chess board and they bright gold for the fram of the center piece.

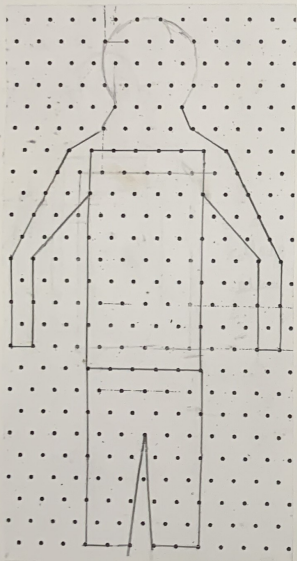
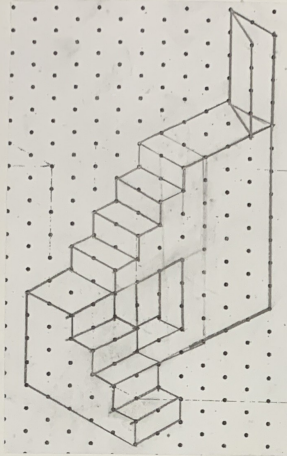
This is a lot more simplistic design. It uses the cadbury colours and shows the choclate well. It has a lot of storage space so it can hold lots of bars and each different flavour has a different place to in the box. It also allows each bar to be easily accessible so they can be taken out to be sold in a shop.





## Initial ideas Point of sail display

One of my ideas for my point of sail display is to have stairs leading up to a door. It would have a back round behind the stairs. I like the idea of using a casino either the inside or outside. On the stairs would be a silhouette of James Bond sneaking up the stairs to get to the door. I would hide the chocolate box inside the stairs so that they that its slightly interactive, so that customers need to find the box.



My second idea is to make a full character of James Bond. Then in his chest would be a place to fit the chocolate box into so it can be his chest. Its a very simple idea but it would fit the design and make it look good.

## Research of James Bond Environments

I had two ideas for the back-round of the point of sail display. My first idea was the inside of a casino. I like that they often use interesting patterns for the carpets and I think I can use the patterns from my box its self. This will help to link them better.

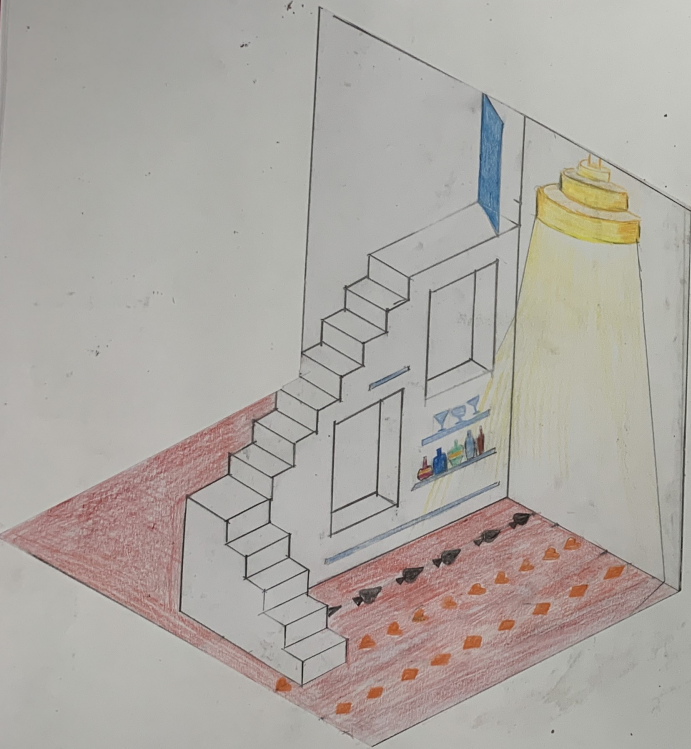
In the James Bond Casino they look very refined and fancy. They often have bars with and interesting looking lights. They differ from most normal ones by being smaller and the space looks alot less tacky. They also often have dim lights unlike the very bright ones of a normal casino. Normal casino will also often be very colourful so as to attract attention and stand out. However, the Jame Bond ones have few nicer colours which help to add to the atmosphere, this also allows the audience of the film to concentrate on the scene where the action is happening.

For the outside of the casino they often have old fashioned buildings with lots small intricate details such as statues, goyles and clocks. They also park the most expensive cars out at the front. So I thought I could use the different iconic cars of James bond.

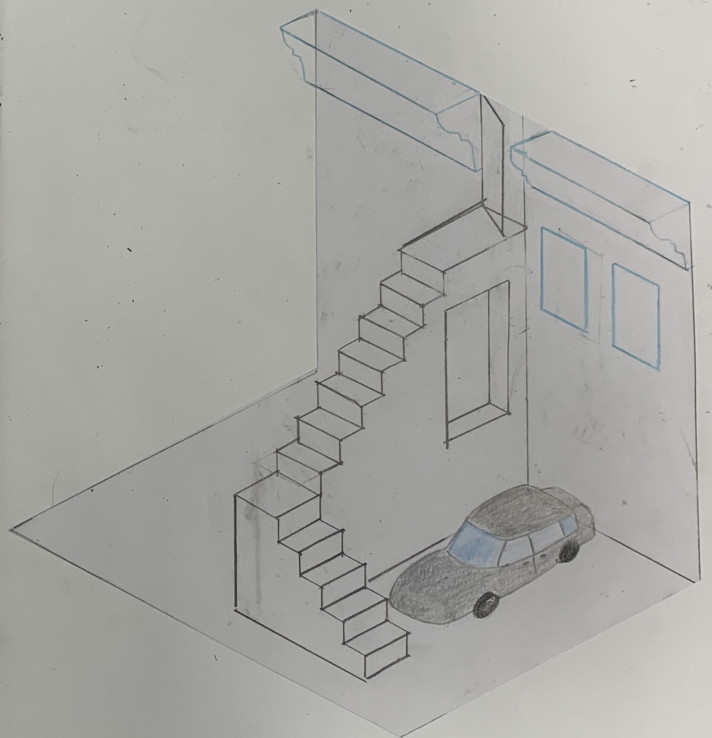




*Developed point of sale display*



Here I have drawn a casino style stand. I have used patterns from normal playing cards for the carpet on the floor, there are Martin's glasses on the wall to represent Bond's famous drink and an elaborate chandelier on the ceiling which would attract the attention to the title which would be underneath it. I have drawn the stairs that run through the middle to a secret door, suggesting secretive spy work he is doing. Most importantly though I have added large holes in the side of the stairs that would house the chocolate box itself.

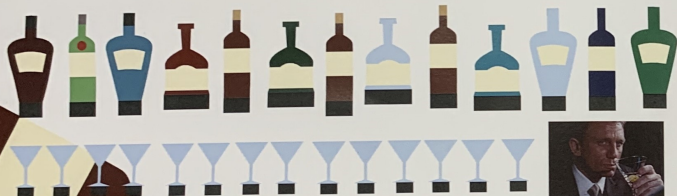


For this I have drawn the same basic layout however, outside of the Casino, including decorative arches at the top and large windows. At the bottom of the stairs though I have included his famous car the Aston Martin DB 5. However, I feel like the inside has more potential due to the opportunities for bright eye catching colours that would suit the job better.

## Casino display graphics



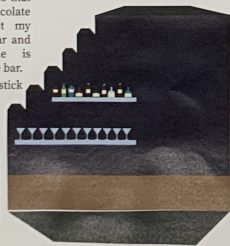
I looked at some different chandeliers. I wanted to create a simple design of my own that wouldn't take away from the rest of the display. However, I wanted it to look modern and sophisticated so as to fit the look of display. To make it stand out a little more I made a longer version so that I could cut each strip out and make a semi-circular shape so it popped out, making the entire design more interesting by adding more 3D to it.



I drew up some graphics for the casino. I thought a simple graphic for the bottles looked good so as to fit with the style of the chandelier. I followed the style of the glasses, I drew martini glasses because of James Bond's favourite drink the martini. I added little tabs the bottom of the glasses so they could make them stand up on their own to create more 3D effects. I would stand them up on flaps that would be the same colour as the glasses so as to represent glass shelves. However, I thought it would look good only from one angle so I decided to take it out and use them only in 2D.

For the background I put a dark blue for the wall to show that it was dark. And a large triangle shape to show the light coming from the chandelier. I put a red carpet on the bottom like most casinos and I wanted to add a pattern as well. I used hearts and spades from the suits from cards and put them in rows. I also put the door at the top for the top of the stairs.

I drew this character for the James Bond that is sneaking up the stairs. He is supposed to look slightly geometric because I liked the style of design. This is one side of the stairs that will be the main part of the display. The lighter blue rectangle I will cut out and the put the net below in the gap so that it can hold my chocolate box. I have put my designs for the bar and the brown line is supposed to be the bar.



I also added flaps so that I can stick it down properly



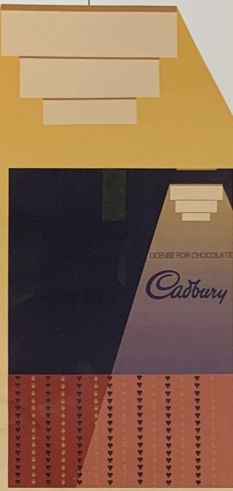
## Casino display development

I redid the light coming from the chandelier. I added a gradient to show that the light was stronger at the top and not as strong at the bottom. I also added opacity so that it looks more realistic, because it is not an object and you can see through it.

I created a maquette of the stairs to see how they would come together and if it would work. But, the stairs were difficult to build. My idea had been to have the two sides of the stairs and then a long strip down the middle to that would attach to the main body with flaps. However, it was difficult to fold the strip at the right length so that stairs ended



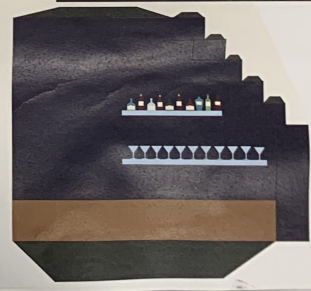
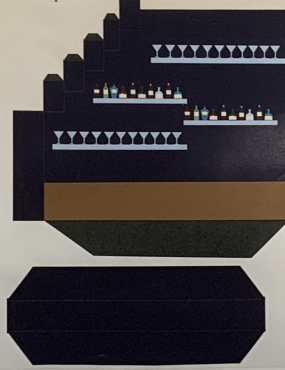
up having an untidy overlap. I also didn't think that I needed to flip one of the sides over. I ended up with what one side facing one way and other facing the other so I could not attach them. I also needed to add proper flaps to the design because I ended up just cutting out little extra pieces. For the next one I also need to get rid of the blue whole for the product on the back side of the stairs and I need to add details on the back as well. I think that the stairs also need to be the same colour as the main frame because otherwise they stand out too much



LICENSE FOR CHOCOLATE

Cadbury

I also added the name of the product and the Cadbury logo under the light so it stands out and is shown as important.

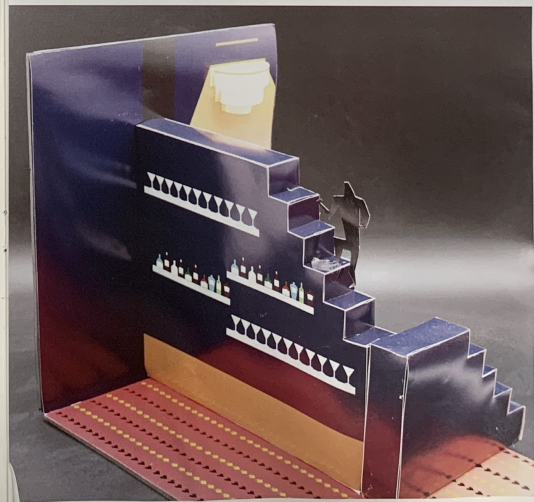
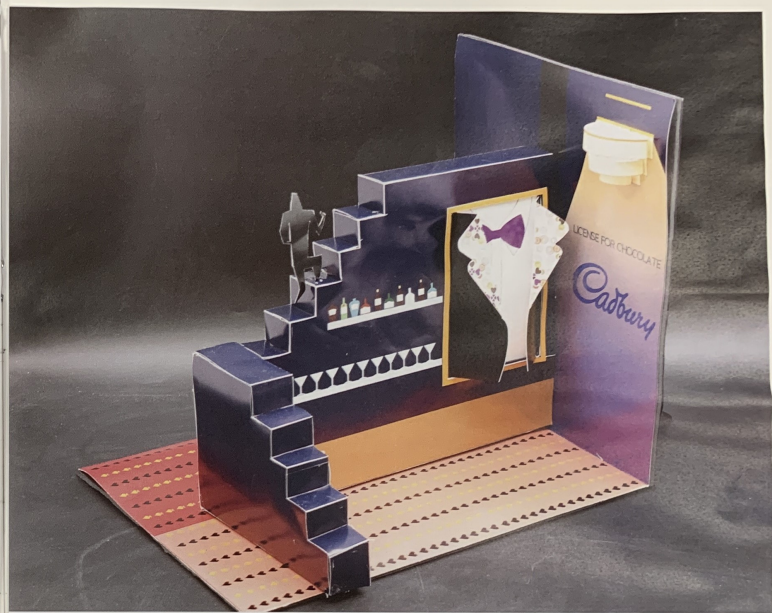


I changed the way the stairs join together by adding flaps for the top of the stairs and the piece that goes up at the front of the stairs. The extra piece holds the two sides of the stairs together better and acts as the top floor of the stairs.



## Final Point of Sale Display

This is my final point of display. It has, set in a James Bond Casino, with the red carpet with intricate patterns with suits from cards. It has a chandelier and a space with a gold frame to fit the product itself. The chandelier has light coming down and shows the name of the product and the Cadbury logo. I think the stairs came out a little bit messy around the edges and the photo card that I printed my design on to didn't stick to the foam board stand very well. However, I think the overall look of the display looks quite good.



Photos of my final display







# Bus Adverts



However, I feel that the ad is lost in the image especially in the second one where it gets quite messy.

For my ads I have used a dark purple colour to link to both Cadbury and darker to fit the style of James Bond. I put the title and name in gold because again it links to Cadbury while looking refined for the Bond style. To continue the link it too my other work I have added the stairs chandelier and man into the drawing



I also created a full bus add. I have used the purple colour of the Cadbury, this time a brighter colour so as to attract more attention. This time to link it better I have used the pattern from inside my chocolate box. I feel like this overall design has come out much better looking cleaner and tidier overall.

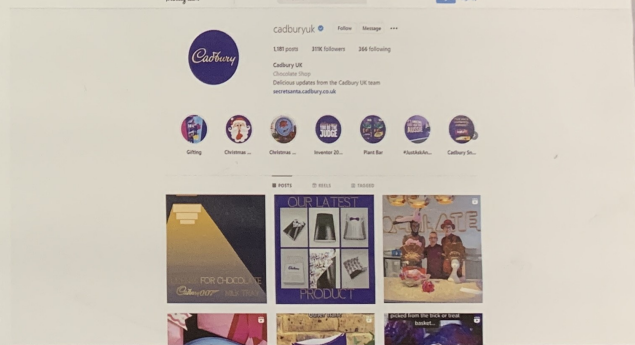


# Adverts



I put my design on a basic billboard which is effective due to its size.

Here I have added a post to the Cadbury instagram. I think this would be a good way to promote the new chocolate quickly and to people around the world. Included photos of the product and the add that I used previously



Here I made an underground advert. I feel like I did not warp very well on photo shop to fit the wall.





# LICENCE FOR CHOCOLATE

Cadbury 007<sup>TM</sup>  
MILK TRAY

