

# Graphic Communication

## Standard Mark – 45

	A01	A02	A03	A04	Total
Mark	12	11	10	12	45
Level	4	4	4	4	
	Fully competent and consistent ability	Mostly competent and consistent ability	Just competent and consistent ability	Fully competent and consistent ability	

### Keyword descriptors from the taxonomy:

Purposeful

Thoughtful

Secure

Cohesive

Engaged

### Examiner comments:

- The development of ideas is thoughtful throughout and reflects the integration of contextual sources.
- Ideas are refined through experimentation and exploration which embraces a range of graphic and typographical techniques.
- There is a competent and consistent ability to record observations and insights through hand drawn, cut out and printed letterforms and illustrations.
- Annotation is often descriptive but adds to the overall development of ideas.
- The candidate has realised their intentions through a purposeful and thoughtful personal response.




Standard Mark – 45

### Reflection


**Camera reflection**

- Photos
- lenses
- glass
- dark room
- light room
- mirror



**Looking in the mirror**

- creates
- identity
- reflection of yourself
- large mirror
- small mirror

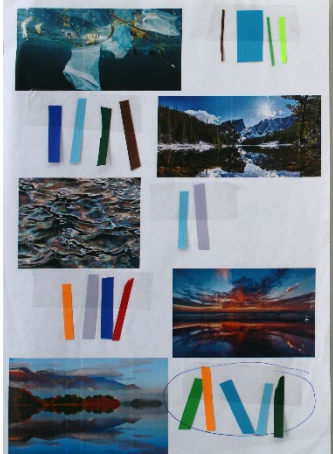


**Past**

- memory reflection
- good memories
- bad memories

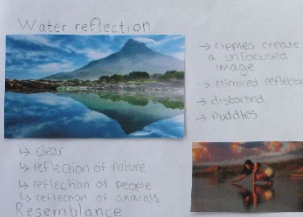
**Self reflection**

- how you see yourself
- how others see you
- thoughts
- feelings



**Water reflection**


- ripples create a unfocused image
- mirrored reflection
- distorted
- bubbles



→ clear  
→ reflection of nature  
→ reflection of people  
→ reflection of animals

**Resemblance**

- reflect on idols
- copy styles
- pretend on who you want to be

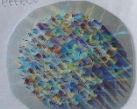


**Phone screen reflection**

- image attached onto the glass
- dark image
- can have a cracked screen for a distorted effect

**Light reflection**

- light through glass
- highlight certain features





Jan Kallich





Norman Lewis

**Jesse Treece**


Jesse is a self-taught collage artist living in Seattle who has complex interpretations within his work of the mundane and whimsical facets of life.



He works completely by hand, using vintage magazines to create his collages. He mixes regular and abstract images to create mysterious pieces. The mystical collides with the landscapes to create ominous pieces.




I like his work as it is abstract and shows a deeper meaning through the contrasting ideas of the old and new.





**Danny Allison**

50th grad Danny Allison was originally from Washington but has lived in Alaska. He became an illustrator after being told his graphic design work was too unstructured.



Danny studied photography in Bellingham and the State college of Art and after took on to complete a degree in illustration at Preston University. He began with abstract and gradually builds up a composition.



His work is vibrant with hidden messages and meanings. There is a sense of modern and traditional skills within his work. His work is more looks abstract and has a good balance of bold and subtle colors and details. His work is a mix of layers and photography.

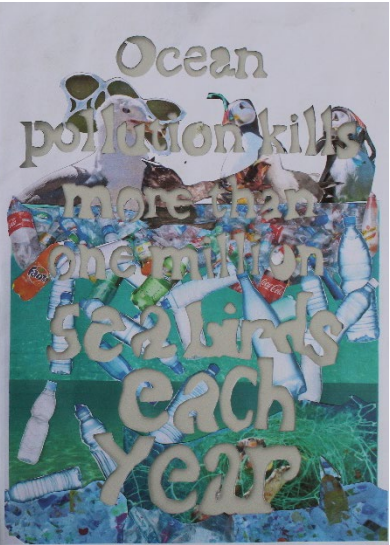
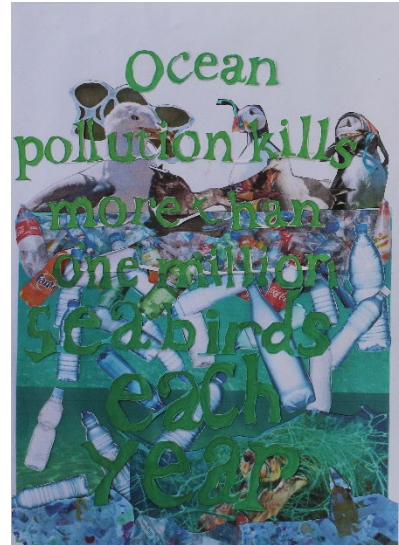


Danny Allison





ocean



David Carson

born September 8<sup>th</sup>, 1955 in Texas

He attended San Diego State University and graduated with honours and distinction in Sociology

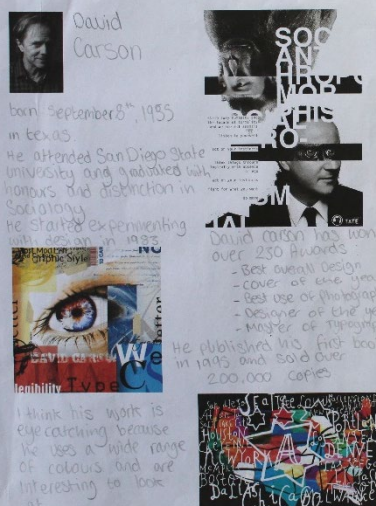
He started experimenting with design in 1973

David Carson has won over 250 Awards:

- Best overall design
- Cover of the year
- Best use of photography
- Designer of the year
- Master of typography

He published his first book in 1985 and sold over 200,000 copies

I think his work is eye catching because he uses a wide range of colours and are interesting to look at



This block contains a collage of information about David Carson. It includes a small portrait of him, a snippet of a magazine cover with the text 'SOON MAY BE THIS', and a colorful, abstract graphic design. The text is handwritten in black ink on a white background.



Julien Pacaud

- He is a french artist who works in Paris.
- He does a collection of digital images that bend time and contrast old technology with visions of the future.

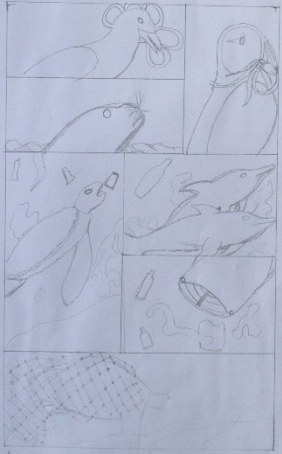


- He was originally interested in doing cinema, but discovered that he could express his creativity through computers.

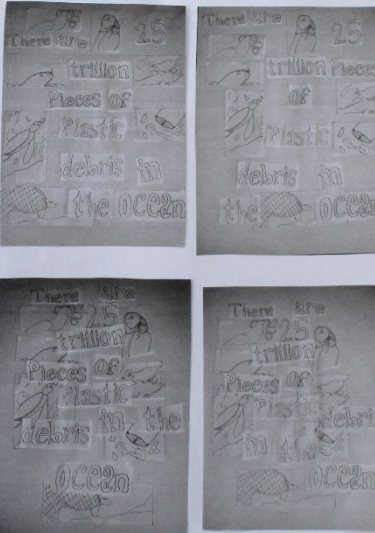
- he does this by scanning old photos and picks out individual elements playing with weird scales to create clashes.

I think his work is interesting as it contrasts old and new using different sizes and contrasting ideas.

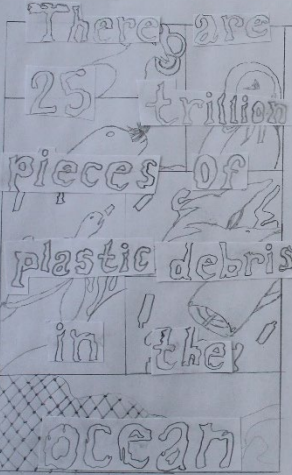




Background: collage of card/paper, water, colour, mixing paper/plastic for the plastic



There are 25 trillion pieces of plastic debris in the ocean



There are 25 trillion pieces of plastic debris in the ocean



Plastic debris