Component 2: Graphic Communication Standard Mark – 64

	AO1	AO2	AO3	AO4	TOTAL
Mark	16	16	16	16	64
Level	6	6	6	6	
	Just exceptional ability	Just exceptional ability	Just exceptional ability	Just exceptional ability	

Keyword descriptors from the taxonomy:

Insightful Accomplished

Powerful

Examiner comments

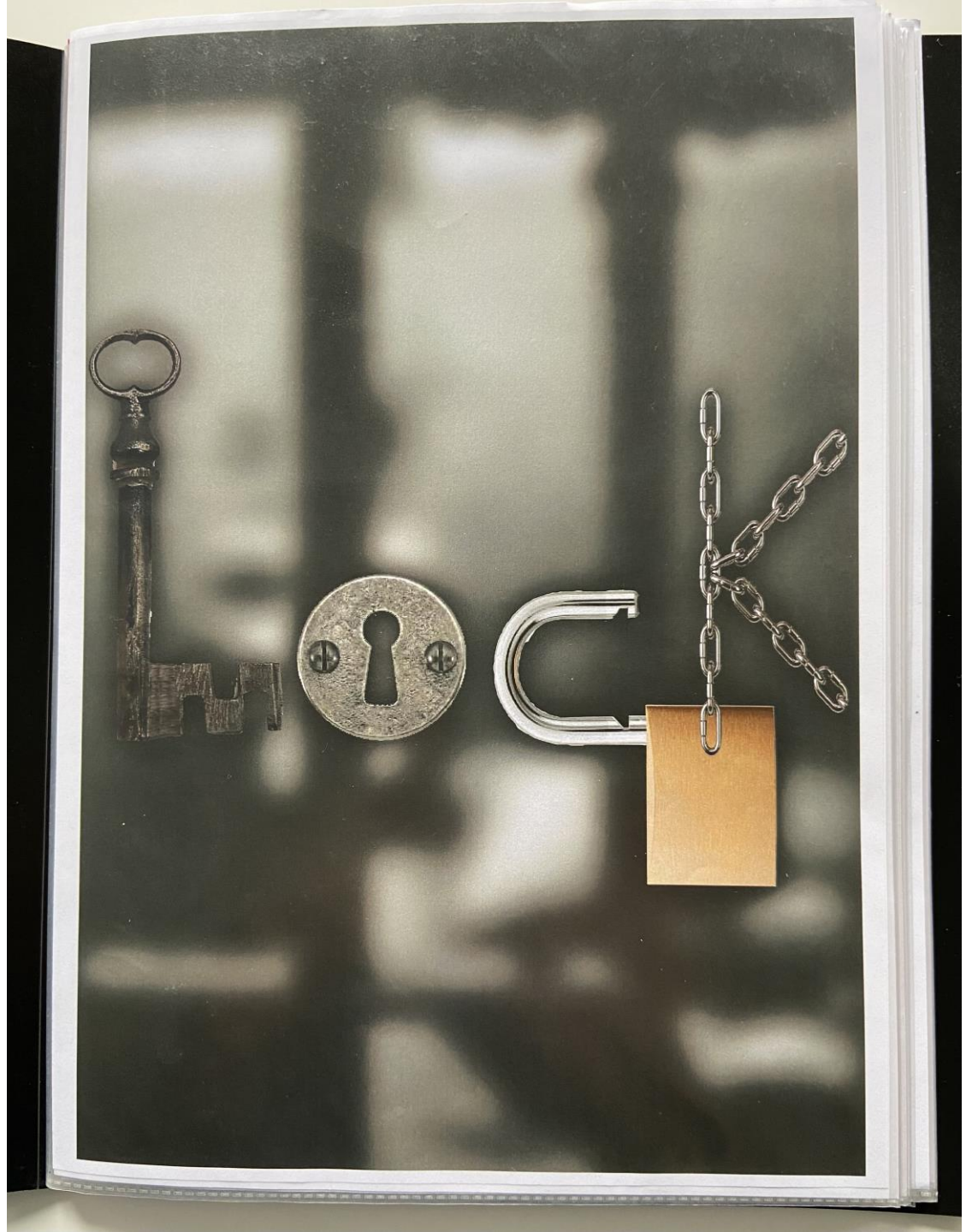
This Graphic Communication Component 2 submission consists of an A4 poly-folder and a series of 3 A4 physical collages, in response to the 2023 externally set theme of 'Lock'. Within the 10-hour period of sustained focus, the candidate creates a triptych of digital images that are printed as A2 posters. The work reflects the characteristics just within Performance Level 6, Exceptional.

The candidate creates a design brief in response to the ESA theme; to create a series of posters that attract an adult audience, reflecting the horror genre. A visit to the V&A museum supports the candidate to develop inspired ideas and to write an insightful analysis of the poster design 'October' by Leonid A Voronovs (1927). The graphic work of designer Jan Lenica is reviewed, where the candidate demonstrates an accomplished level of critical understanding: "The use of silhouettes and pattern emphasises the focal point of the man. Positive and negative space is used to create a dynamic illustration. The poster has a minimal colour palette, using green to represent a key part of the movie's storyline."

A series of experiments with physical and digital collages are created, underpinned by the candidate's accomplished photographs that focus on the theme of 'horror'. Alongside hand-cut collages are powerful digital compositions that reflect an exceptional ability to select and experiment with appropriate media, materials, techniques and processes.

The candidate makes an accomplished observed drawing of padlocks using a stippling technique inspired by designer George Hardie, who used this technique to mimic a low-resolution effect in his designs. Further investigations are made into Film Noir, and concepts and ideas are evaluated through insightful annotation.

Image banks of laser cut silhouettes and photographs are created and used to explore a range of compositions in preparation for the 10-hour period of sustained focus. Here, in response to the original design brief, a series of 3 powerful posters is created using ideas and concepts considered during the prepatory period. These digitally designed posters are printed on A2 glossy paper and demonstrate an accomplished understanding of visual language through the application of formal elements.


LOCK

LO

Series of (horror) movie posters titled "lock"

Movie poster

BUCCELLATI

Jewellery/Lockets

There are interlocking chains in necklaces, the gems are locked into rings etc. I could design packaging for a jewelry brand.

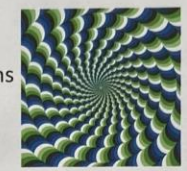
Typographic Illustration

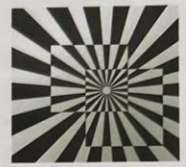
Text is locked into an image to create shapes and new imagery.

CK

Interlocking shapes and colours to create illusions

Optical Art





Escape Room

Activity where you are locked in a room, and you must find a way out

Maze

Path out of a maze is locked into the other pathways

Computer Lock Screen

Design Brief

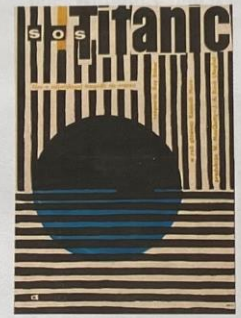
A movie production company is creating a new horror movie titled 'locked'
about a person locked inside a nightmare of being viscously attacked by multiple different weapons.

Specification: they need a series of movie posters that attract an adult target audience. The posters should have a prominent title and reflect the horror genre.

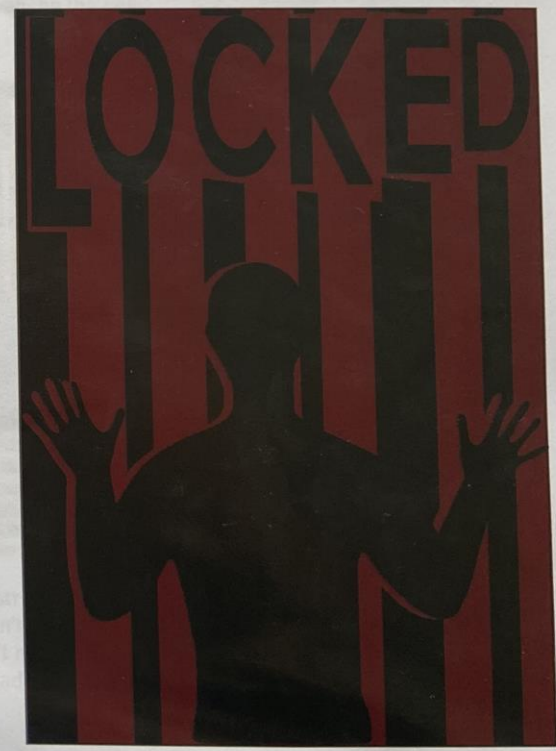
Initial Idea 1

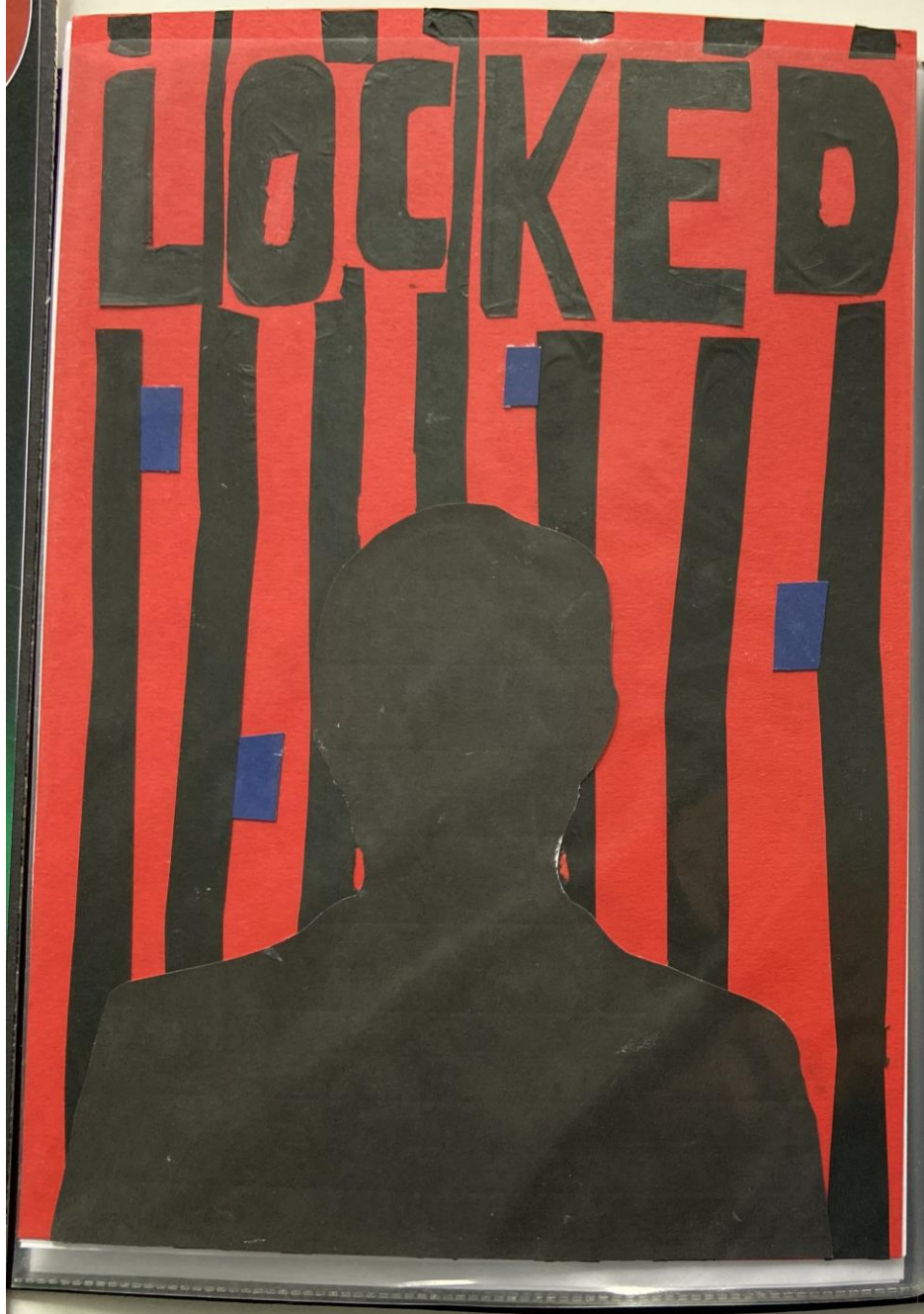
Jan Lenica– 1958

This poster illustrates the literal and phycological entrapment of a murderer whose locked in an elevator. The use of silhouettes and pattern emphasises the focal point of the man. Positive and negative space is used to create a dynamic illustration. The poster has a minimal colour palette, using green to represent a key part of the movies story line. Without using a big title or loud images, the poster visualises the key themes of the poster.



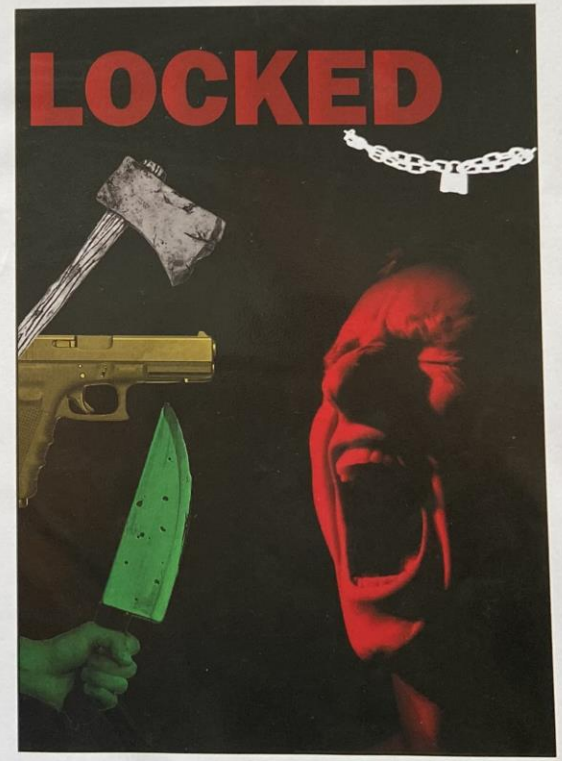
I designed this on illustrator, however the lines aren't rough and the typography doesn't reflect the artwork above, so I made a physical version.



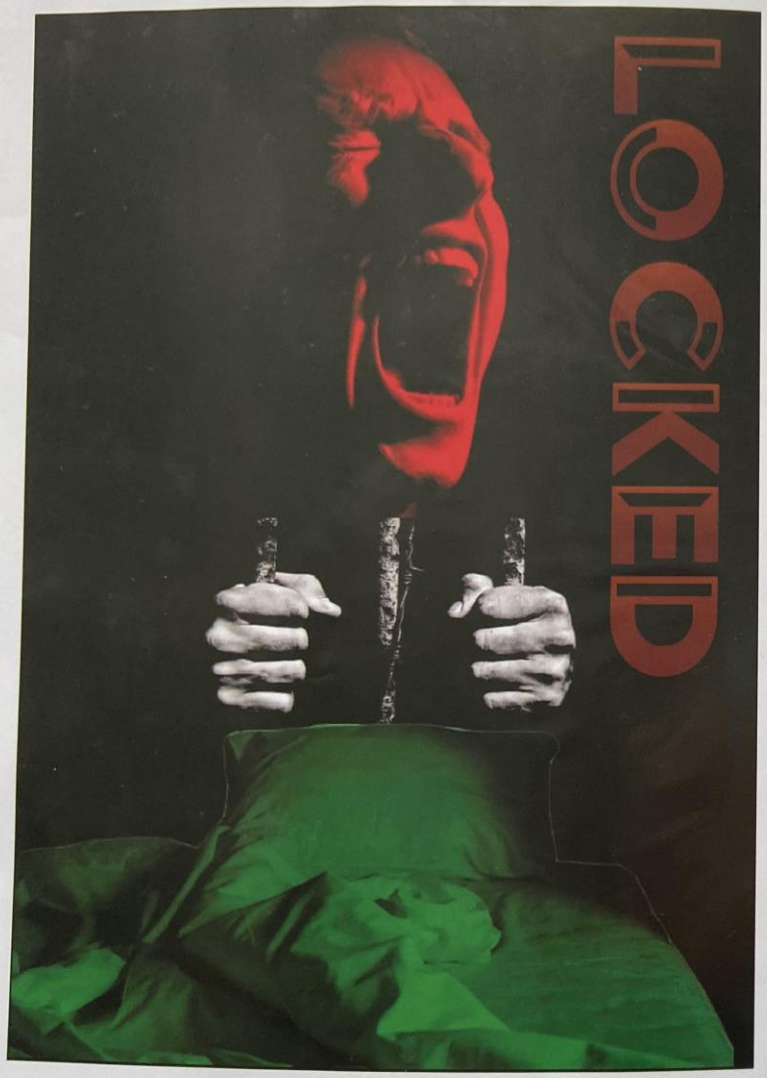


Initial Idea 2

Leonid A. Voronov – 1927
This poster advertises 'October', a film commissioned by the Soviet government in celebration of the anniversary of the 1917 revolution. The collage has lots of negative space, emphasising the coloured images. the contrast between the coloured and monotone images emphasises the main character in green. The jagged line in the middle of the composition could reflect the disjointed way the film is edited



Using apply image on photoshop I edited the colours on each image to reflect the artwork above

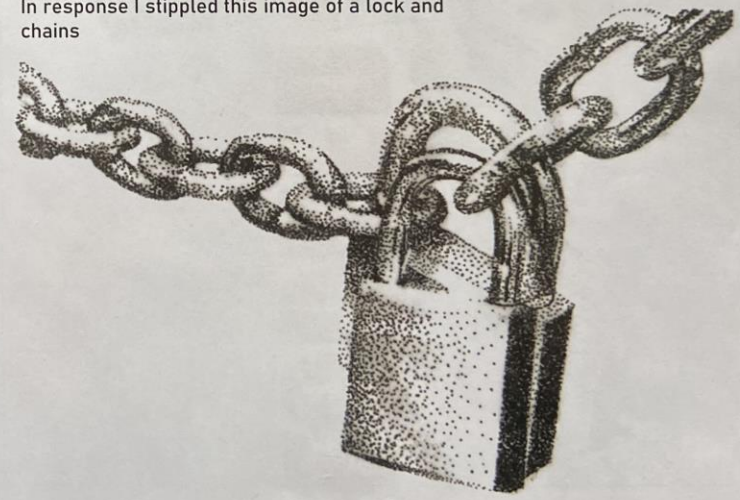


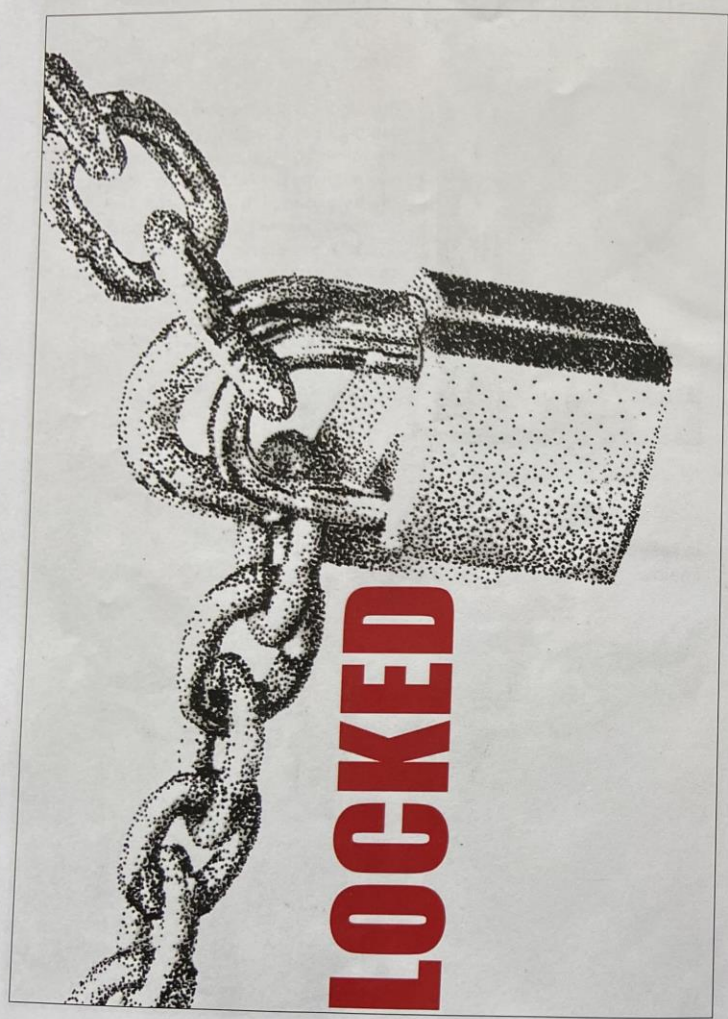
Initial Idea 3

George Hardie – 1968

The album cover for Led Zeppelin's debut album. Hardie used stippling to the mimic the low resolution image, taken during the Hindenburg incident. The bold orange title powerfully contrasts against the black and white image. A graininess is created but contrasting the dots with full black and white in areas. The focus of the image is in the centre, standing out against the white background.

In response I stippled this image of a lock and chains

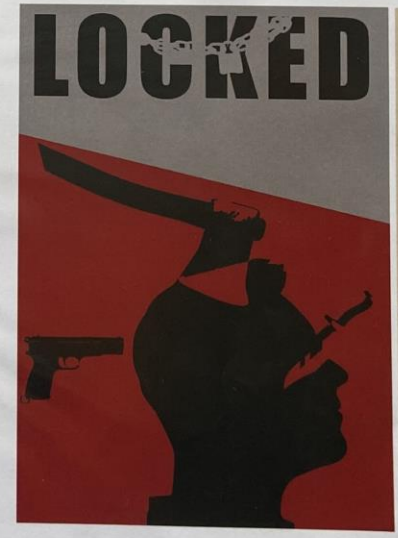


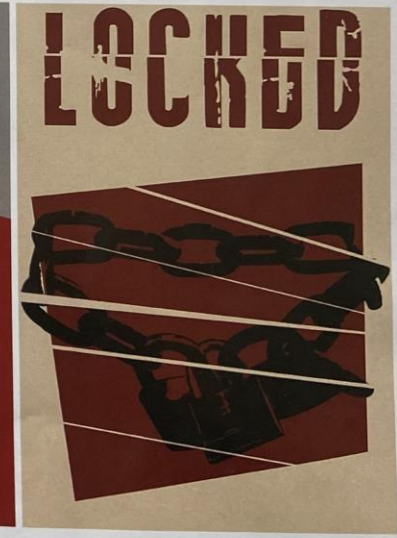


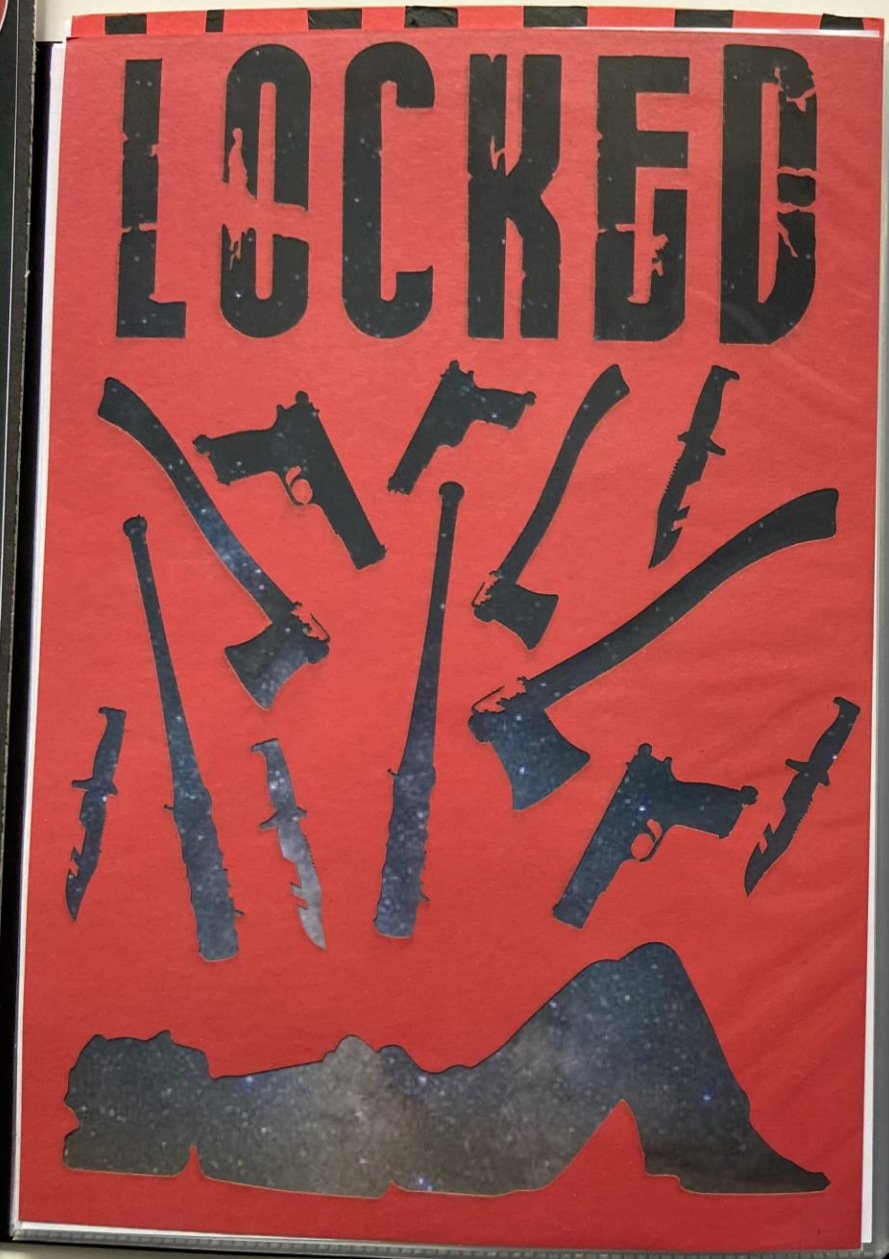
Initial Idea 4

Texas Chainsaw Massacre movie posters used screen printing. The printing creates a rough or worn effect, representing the rural setting of the movie. The artists use positive and negative space to create the form of the subjects. Only using white, black and red creates visual continuity throughout. Red represents the horror aspect and the use of simple colours makes the focus on the subject instead of loud colours.

These designs would later be screen printed,
I also made a physical design using card

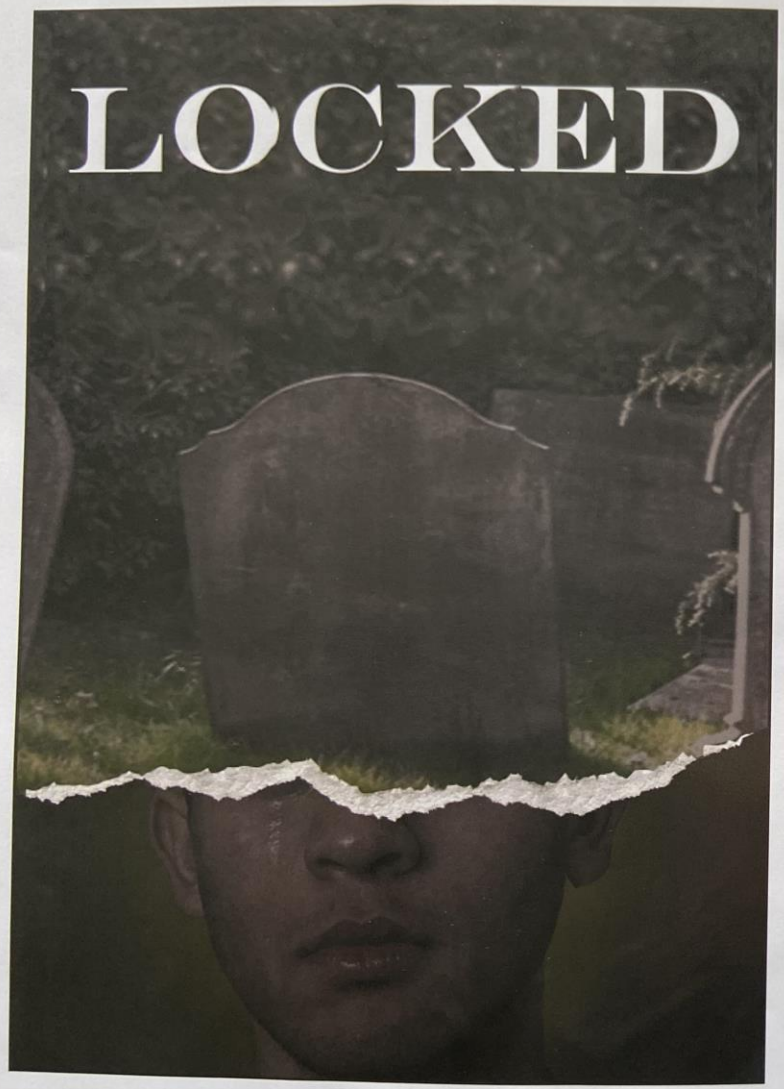






Initial Idea 5

This poster for 'the haunting of hill house' uses collage to present two aspects of the show, the main character and the house. The house cuts of half her face, with the bright windows replacing her eyes, which represents herself and the house being one. The text it bright white (like the windows) and has a worn effect on it. The 'torn' line makes a clear distinction between both images but the background of both images are of similar colour creating continuity.



Second Hand Research & Analysis

Poltergeist

Minimal light source to create a silhouette. Creates a narrative and a insight into the characters and themes of the movie. The use of negative space creates a powerful focal point, something I could incorporate into my own design

Film noir employs light and shadows to create different forms and emphasise various aspects of the subject. The powerful use of silhouettes creates mystery and uncertainty to each shot. Shadows are used to add dimension to a scene and perhaps highlight a certain thing or character. In my own work I could similarly create silhouettes and a mix of light and shadows for the posters.

This movie poster for 'Psycho' is screen printed. The use of a silhouette creates a powerful focal point and heavily contrasts against the bright yellow background. The red 'blood' reveals a spooky scenario. The title is bold but small, it is not the first thing someone will see. The typography have a 'rough' effect and a line down the middle as if it has been slashed, further emphasising a horror genre. I could incorporate a single focal point in my own work and experiment with text sizes.

First Hand Research & Analysis from the V&A

I have chosen initial idea 4 (using printing) to extend. I visited the film and theatre exhibition in the V&A to collect first hand research of posters that employ printing.

This poster advertisement for a band's event. The poster uses a neon pink boldly contrasting against the white and black outlines. The figures are simple but employs different textures such as hatching to break the cartoon-style. The title is bold and horizontal, making the focal point the image in the middle, something I could consider in my own work. There is a design behind the text to add complexity to an otherwise simple text without making it illegible.

Paul Nash 1923- Lithograph on Paper

This is a book cover, the use of geometry and colour captures interest. A simple colour pallet creates continuity and interest, the artist doesn't use black instead, blue making the other colour stand out. The typography varies and uses different perspectives, something I could incorporate into my designs.

Ruspoli-Rodriguez -1968

This doesn't use printing though the reflected design of the two heads is an interesting feature I could incorporate into my own work. This poster uses 3 bold colours in different shades, creating interest. The gradient behind the images are similar colours to the image in front creating continuity. The title is bold and white contrasting against the other colours.

Anansi's royal quest- 1983

This poster advertises a children's play, it seems to be screen printed on different colours. There is a strong border reflecting a tigers pattern and creating noise but a strong silhouette as a focal point. The title is on a different colour making it stand out against the rest of the design. The typography is geometric and bold, using the same colour as the rest of the poster creating continuity. In my own work I could also use a border but to reflect the horror genre.

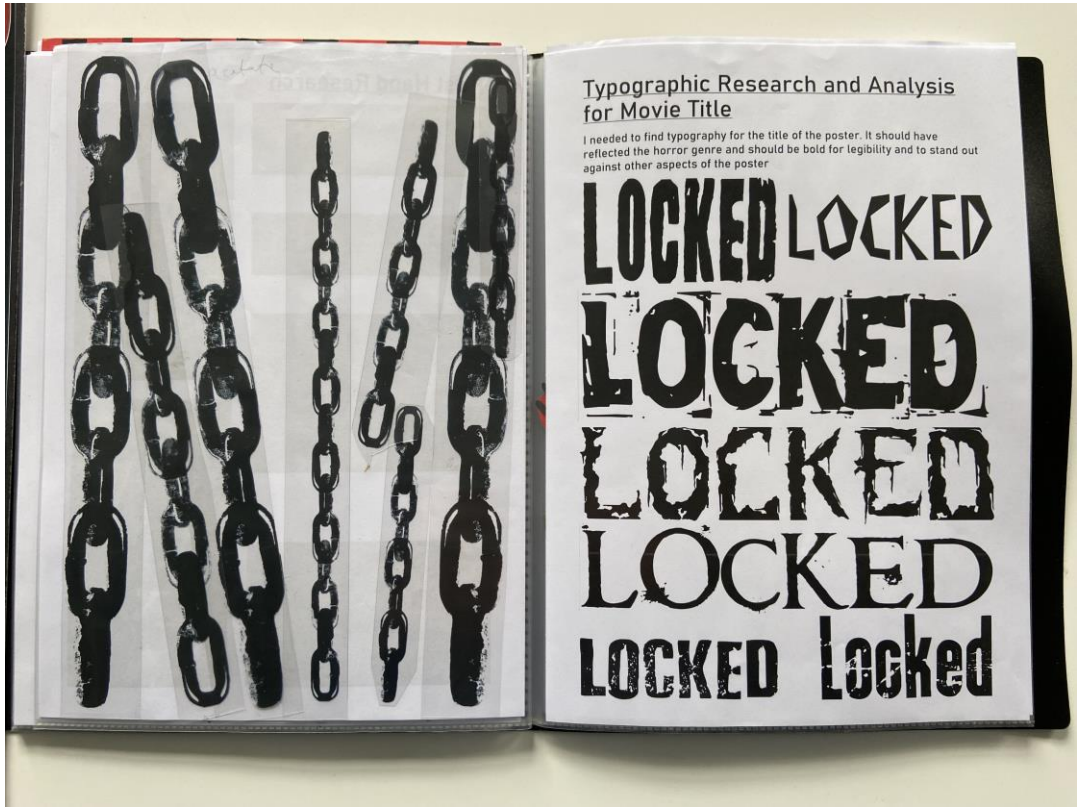
Paul Nash 1929- Pen and Ink

This is another book cover though has the same striking features of a movie poster such as bold text. The ambiguity of each aspect of the composition is something I could like to incorporate into my design as something such as nightmares are fairly incomprehensible. Here, Nash is symbolising the complexity of death and the soul's immortality. Using pen and ink is one of my initial ideas and I am interested in extending it further as it is bold and provides an alternative medium to a composition.

Bent- 1990

The tortured image reflects the plays universal theme of cruelty. The contrast between the stippling and colourful background is powerful and pushes the man to the forefront of the composition. The typography is bold and the light pink contrasts all colours in the composition. In my own work I could mix stippling with other mediums to create bold contrasts between themes and ideas.

First Hand Imagery


Typographic Research and Analysis for Movie Title
I needed to find typography for the title of the poster. It should have reflected the horror genre and should be bold for legibility and to stand out against other aspects of the poster
LOCKED LOCKED
LOCKED
LOCKED
LOCKED
LOCKED Locked

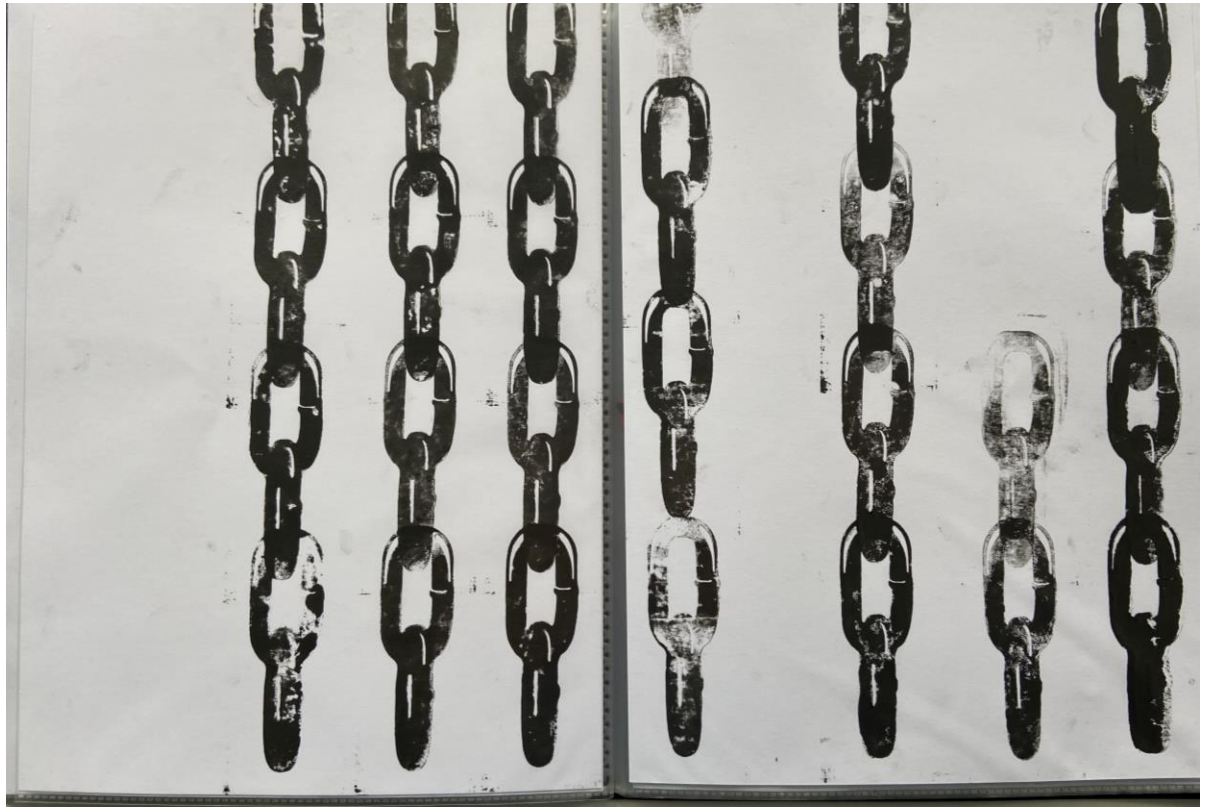


Image Bank: Silhouettes

Image Bank: Coloured Imagery

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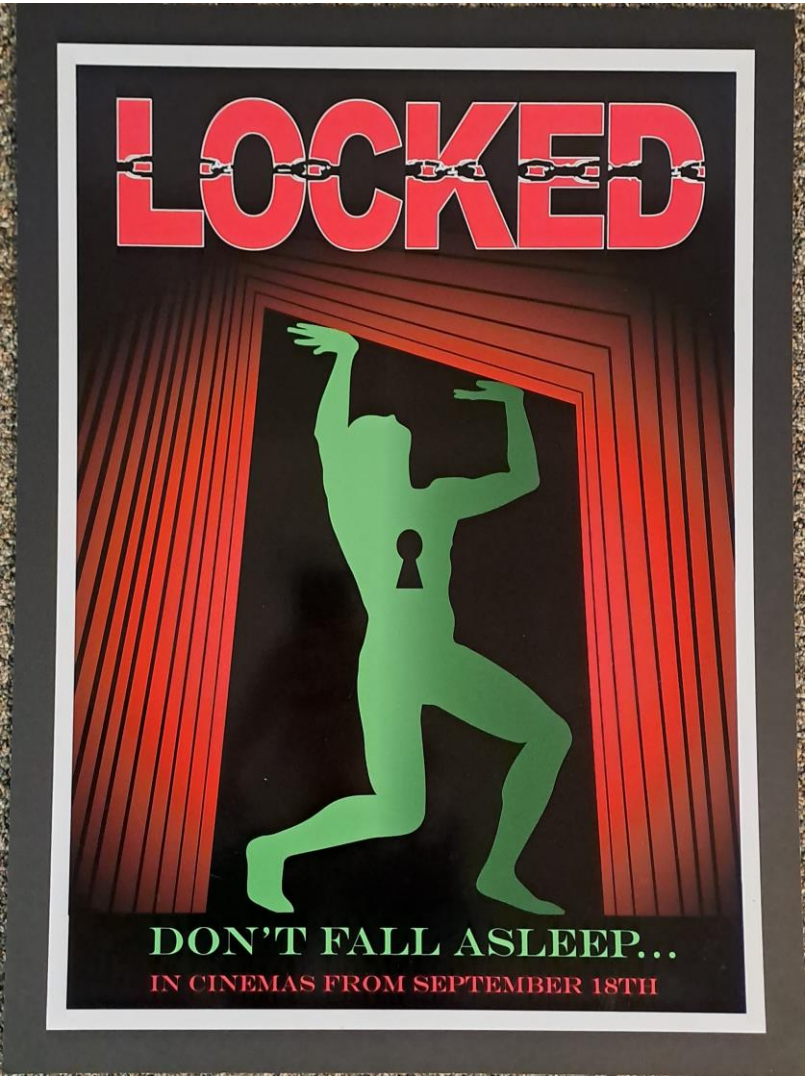
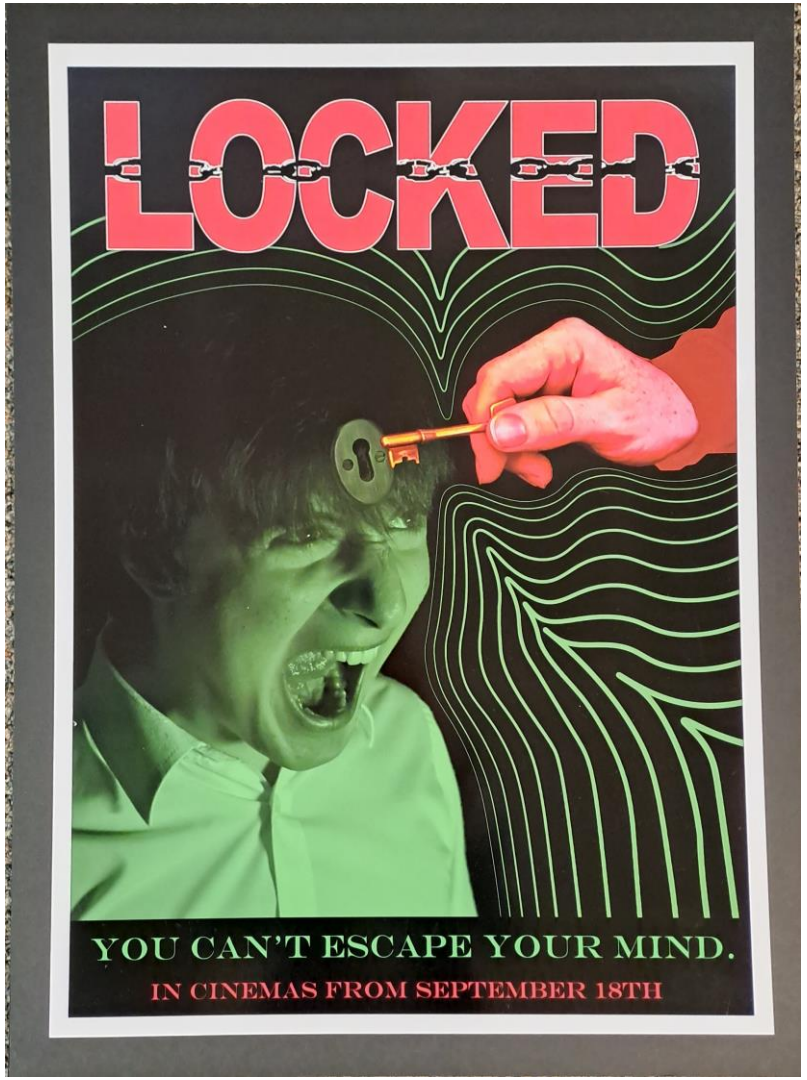
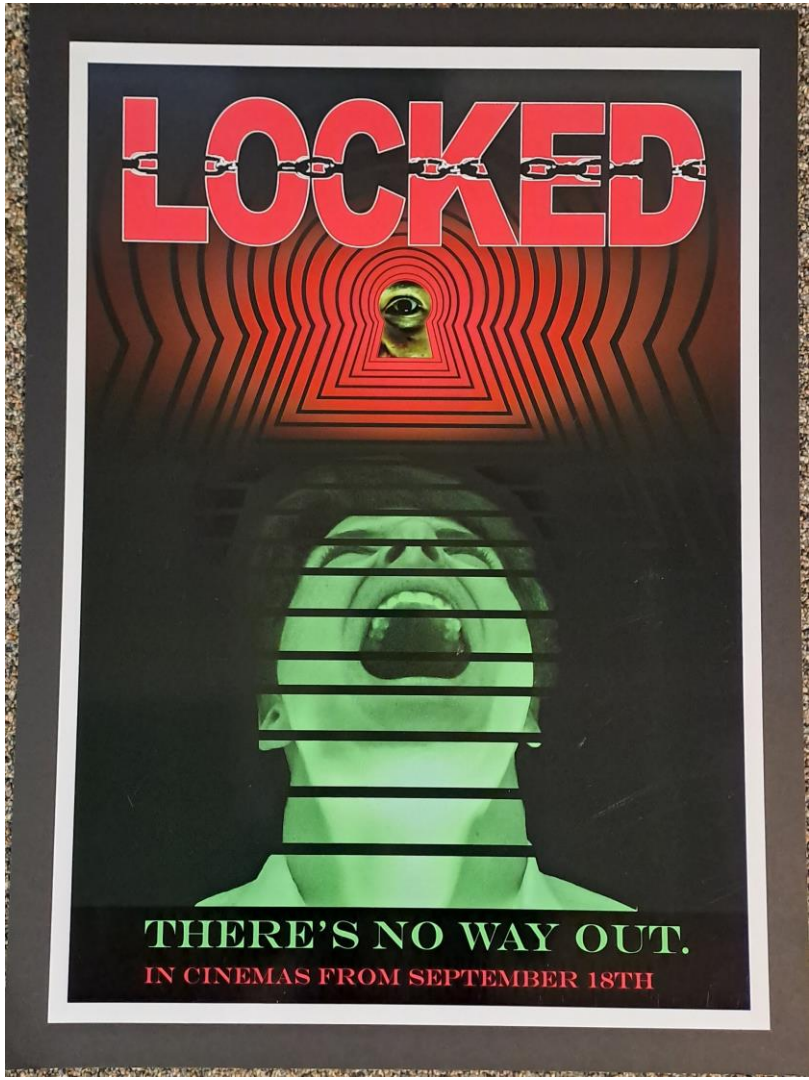

LOCKED
DON'T FALL ASLEEP...
IN CINEMAS FROM SEPTEMBER 18TH


LOCKED
YOU CAN'T ESCAPE YOUR MIND.
IN CINEMAS FROM SEPTEMBER 18TH


LOCKED
THERE'S NO WAY OUT.
IN CINEMAS FROM SEPTEMBER 18TH