

Component 2: Graphic Communication

Standard Mark: 72

Performance Level 6: Exceptional

	AO1	AO2	AO3	AO4
Mark	18	18	18	18
Performance Level	6	6	6	6
	Fully exceptional ability	Fully exceptional ability	Fully exceptional ability	Fully exceptional ability

Keywords from the taxonomy: **Accomplished, Inspired, Intuitive, Insightful, Powerful, Extraordinary, Unexpected, Outstanding**

Moderator Commentary

This Graphic Communication, Component 2 consists of an A4 poly-folder of digital and physical preparatory studies and a 4-sided folding advertising board (each panel is an A2 glossing print) completed as a response to the examination theme of 'Gathering'. Images of the work selected here reflect the characteristics at the top of Performance Level 6, Exceptional, with a mark of 72/72.

The candidate develops a design brief for a local Jazz music event based on the ESA theme 'Gathering'. They produce a wide range of powerful physical and digital collages, using their own concert photos and reference images from books and magazines. Their initial designs for a fictional Jazz Quartet poster, is notably influenced and inspired by album designs for American saxophonist Lou Donaldson. They insightfully annotate: "I like how the album cover represents the genre of free-form Jazz. The abstract line drawing style of the artwork mirrors the genre's emphasis on improvisation, spontaneity and emotional expression."

Several typographical styles are considered for 'The Chroma Quartet' advertising materials but 'Velvenda', "a modernist sans serif with saxophone-shaped 't's", is selected. Accomplished digital posters are created in Adobe Illustrator and Photoshop, exploring concepts including silhouettes, musical notation, instruments and photographs of musicians. These ideas are refined in an unexpected way, through laser cut silhouettes filled with experimental chromatographic backgrounds created with dyes, watercolours, and acrylics.

Moderator Commentary

The candidate develops an ambitious free-standing concertina design during the 10-hour period of sustained investigation. The design features ribbons of color interwoven with silhouetted musician figures distributed throughout the composition. The final product is a 4-sided advertising concertina, each measuring A2, printed on glossy paper and constructed to stand securely on its own

The candidate's outstanding approach to layout, colour integration, and visual hierarchy ensures that each side of the concertina draws the viewer in, while the interplay of experimental layers and specific typographic choices highlights an outstanding understanding of visual impact. Overall, the submission exemplifies intuitive creative risk-taking, accomplished technical excellence, and a deep engagement with the examination theme, resulting in a submission that is both conceptually strong and visually compelling.



Gathering Mind map

Trees in groups are an example of nature gathering. This particular illustration of trees is a lino cut.



This is an image of a football game. The players and their supporters gather for the game. Whilst the players use their skill and talent, the crowd reacts and motivates their team onwards.



This is a poster for a concert. Concerts are a place where people gather in large numbers to hear live music.



This is a photo by Eilon Paz of a mass record collection. The collection is a gathering of sounds, culture and history.



This aerial shot of parked cars is an example of an ordered gathering. It is neatly constructed and creates repetition.



This digital art is by Auerlie Kuzne and it shows a family gathering together for a meal.



Prison is a gathering of confinement, where time and space merges into a structure of restriction. This is an etching from 1897 by Käthe Kollwitz which depicts the prisoners lack of space and freedom.



This photo of a diverse circle of hands is a gathering. Each hand symbolizes an individual and together they form unity.



Gath



This is a poster of Borough Market. The food market gathers a range of international foods; colours, textures, sounds and smells.

ering

This is a gathering food company which introduces restaurants to different cuisines.



This is a collection of signs from around London.

A gathering of various world foods.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

This is an alphabet made up of gathered lettering styles.



Both these designs capture the act of gathering in protest. This may be communicated through signs, chants, or body actions.



This is a movie poster for a horror film called "The Gathering."

This is a type of Op art created by Akiyoshi Kitaoka. At first glance it looks like any pattern but if you look closer the carefully arranged gathering of patterns and shapes create optical illusions which causes movement and depth in the image.



This is a wave which gathers momentum as it approaches land.



Commuters gathering on a train.



A harvest gathering crops.

Statement of Intent

I intend to explore graphic design to promote live social events.

Initial Idea 1 – Concert, The Great Gathering



Mill Valley Fall Arts Festival
September 20th, 21st, 2010
Sat 10-6 Sun 10-5
Old Mill Park

I was inspired by the striking colours and bold shape of the mill valley fall arts festival poster. The hands in a circle shape represent many people coming together. The gathering of hands create a flower which also suggests the festival takes place outdoors in a natural environment. To me I see the hand as a strong symbol of human creativity, connection and individuality.



DYLAN

Design Brief

To Design and Produce a range of Posters to promote a concert for a Jazz Band



First hand imagery, concerts



Initial Idea 1 – Concert, The Great Gathering

The Gathering Festival



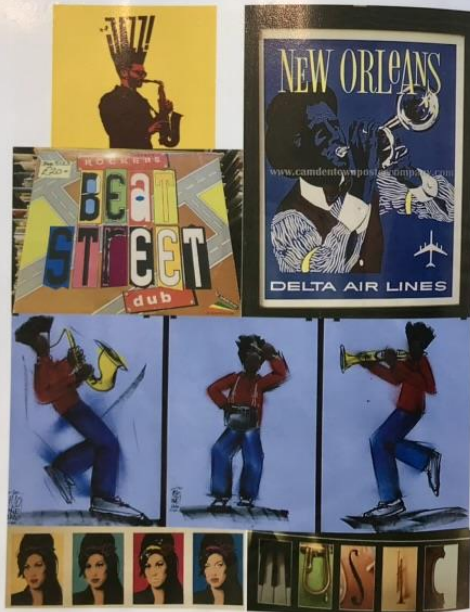
London, Hyde Park
August 11, 2025
Food Trucks
A Great Line Up

Initial Idea 1 – Concert, The Great Gathering

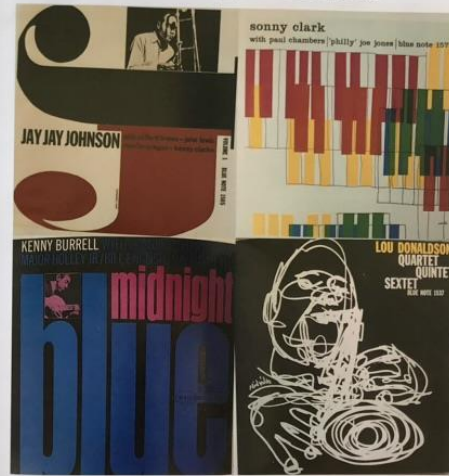
The Gathering Festival



First hand imagery: Music design (Camden Market)



Second hand imagery: Music design. (Books)



I like how the Lou Donaldson album cover represents the genre of freeform Jazz. The abstract line drawing style of the artwork mirrors the genre's emphasis on improvisation, spontaneity, and emotional expression. The distorted, unrefined lines suggest a raw energy, embodying the unpredictability and freedom central to free jazz.

Second hand imagery: Concert advertising (The Internet)



Analysis of Jazz poster



This is the 1989 Soho Jazz Festival poster designed by Eduardo Paolozzi. The design features bold, geometric shapes and a vivid colour palette, reflecting the energetic nature of jazz music. In the poster there is no focal point which is similar to the freeform Jazz style.

This Poster shows John Coltrane, the bold typography emphasises Coltrane's name and his significance in the jazz world. There is a strong visual contrast with Black and white and the colours. The placement of the fluid font suggests the informality of the jazz genre

Initial Jazz artist names

Pogo	Prism
Jam	Drift
Riff	Mosaic
Style	The Mirage
Comic	The Wave
Cartoon	The Strip
Pendulum	High Rise
Echo	Sabotage
Blueshift	Edify
Whirlwind	The Bounce
Chroma	Idiom
Pulse	Flow
Allegro (Italian for Rapid in Tempo	Igloo

I have chosen to Develop the name Chroma. The definition of the noun "Chroma" means Purity or intensity in colour. I think the name "The Chroma Quartet" sounds more Jazz like. Chromatography is a common Science experiment where colours blend which creates interesting outcomes, textures and gradients. Below is an experiment and an abstract piece of art.



Typographic Development

Mika
THE CHROMA QUARTET

Gloridot
THE CHROMA QUARTET

TT Modern Trial +4
THE CHROMA QUARTET
THE CHROMA QUARTET
THE CHROMA QUARTET
THE CHROMA QUARTET

Jam Session by Roland Huse Design
THE CHROMA QUARTET
THE CHROMA QUARTET
THE CHROMA QUARTET

Askey by craftsupplyco
THE CHROMA QUARTET

Typographic Development

Velvenda +2
The chroma quartet

Standing Room Only NF
The Chroma Quartet

Kramerized
The Chroma Quartet

Fontdinerdotcom Jazz +1
The Chroma Quartet

Sundrops Display
The Chroma Quartet

Nectar Mojo Regular
The Chroma Quartet

Jazz Jazgarzewiczynia
THE CHROMA QUARTET

Basic Dance Demo
The Chroma Quartet

Typographic Development

Velvenda +2
The chroma quartet

I have chosen to develop the font "Velvenda". It reminds me of the GTA font. It is a modernist sans serif font and the "t's" look like saxophones. I think there are many opportunities for this font.

grand theft auto

THE CHROMA QUARTET

Capital Version
The chroma quartet

I thought the lowercase version looked better. I've tried making it more compact.

the DAVE Brubeck QUARTET **the chroma quartet**

Typographic Development

The
CHROMA:QUARTET

The
CHROMA:QUARTET

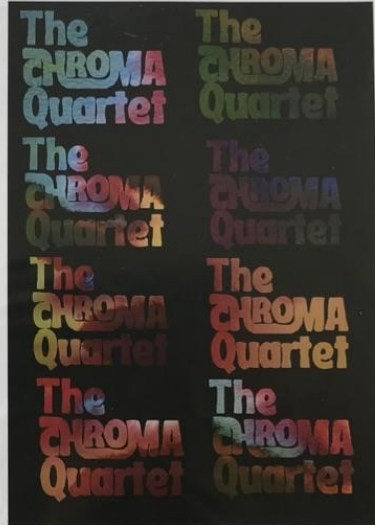
The
ch_ro_ma qu_ar_te_t

These logos are inspired by musical strokes.

THE
Chroma
QUARTET

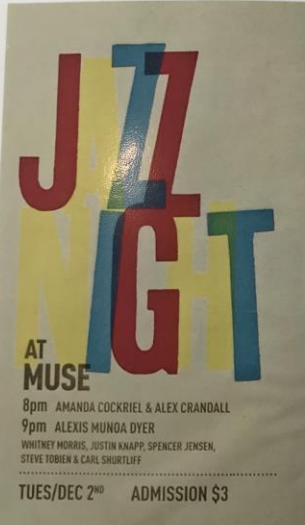
This logo has a variety of musical notation symbols as letters,

Final Logos



I have used the water colour and acrylic chromatograms and maked them into words which creates vibrant gradients. I will use all of these as my logo as the multiple clours give variation and some may suit the colour palettes of the posters more than others

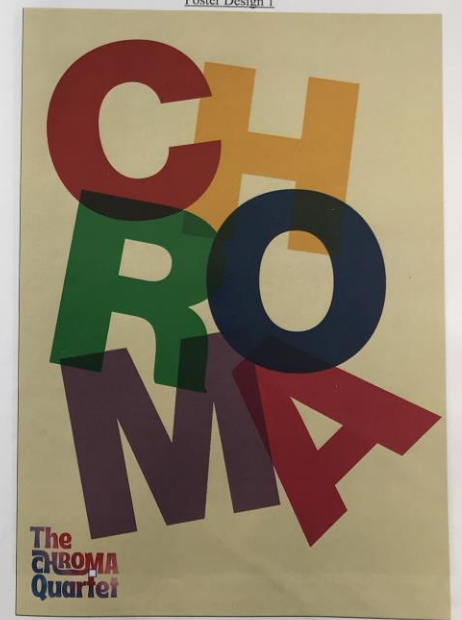
Poster Design Inspiration



AT MUSE
8pm AMANDA COCKRIEL & ALEX CRANDALL
9pm ALEXIS MUNDA DYER
WHITNEY MORRIS, JUSTIN KNAPP, SPENCER JENSEN,
STEVE TOBIEN & CARL SHURTLEFF
TUES/DEC 2ND ADMISSION \$3

I like the way the colours overlay each other and how some letters are angled.

Poster Design 1



The Chroma Quartet

Poster Design Inspiration

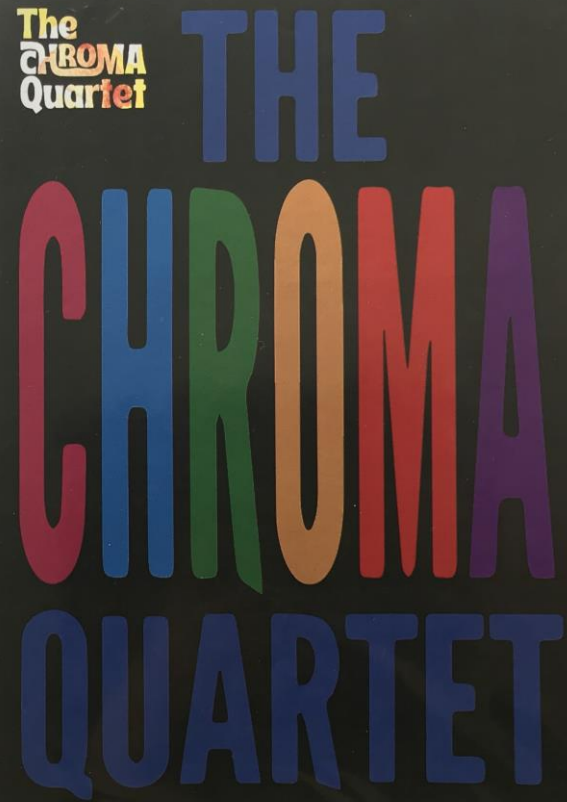


I was inspired by this poster as the musician is the focal point. I like the 1930s Aesthetic and the use of the blue background which is complementary to the colour of the word Jazz. I have done the same thing with the orange saxophone and suit and the blue background.

Poster Design 2

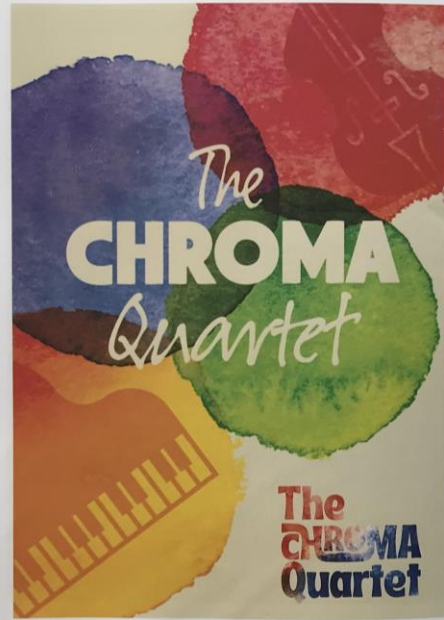


Poster Design 3





Poster Design 8



Poster Design 9



Poster Design 11



Evaluation of initial Poster Designs



The idea of the band members overlaying each other is a strong symbol for gathering and unity. For development I could use first hand imagery which will allow me to be more flexible with the positions of the musicians

This poster is a visual metaphor. The merging colours reflect the way instruments in jazz mix with each other to create new sounds. For development I could create my own merging blobs of colour. To make the poster more appropriate for Jazz I should use more suitable instruments,

Poster Development



I image traced these photos and the instruments (I found from the web). I then filled them with different colours and adjusted the opacity. This created a Silhouette effect. I then made it look as though the figure was holding the instruments

Experimenting with figurative silhouettes merging into one another



Experimenting with figurative silhouettes merging into one another



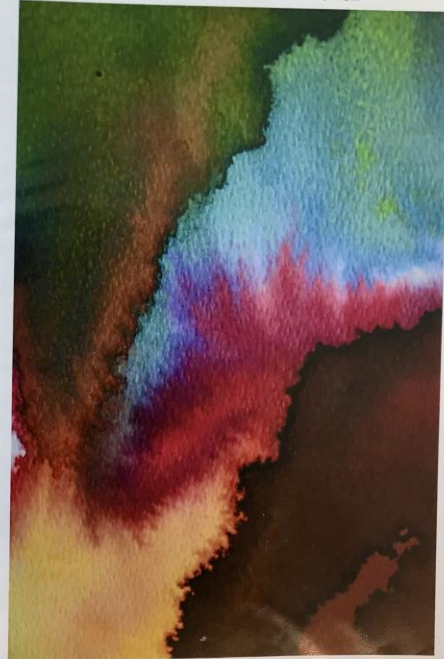
Experimenting with figurative silhouettes merging into one another



Chromatogram experiment using Dye



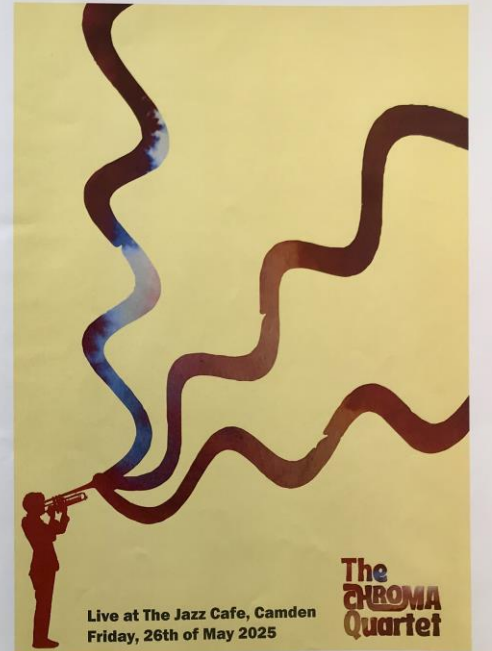
Chromatogram experiment using Dye



Poster Design 2



Poster Design 3



Poster Design 4



Poster Design 5



Poster Design 7



Design inspiration

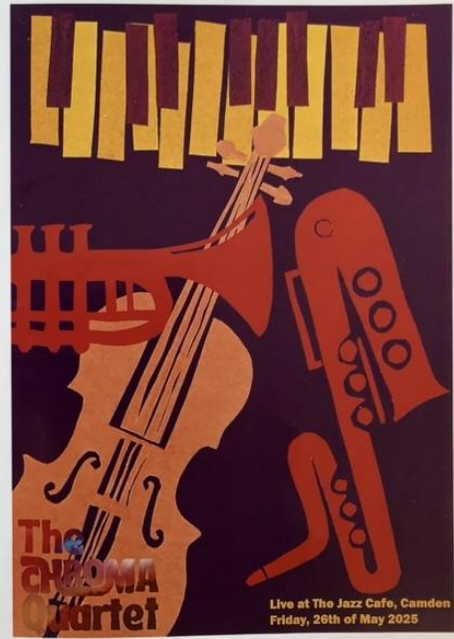


I was inspired by this Bob Dylan poster. The energetic design has swirling streams of colour which evokes the visual effects of psychedelics.

Poster Design 8



Poster Design 9



Chroma Quartet Concertina Development

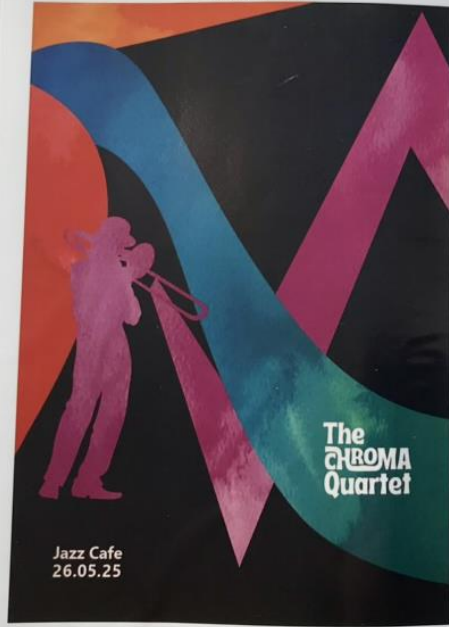
I think this is a good layout for the Concertina. The ribbons of colour are shaped differently and reflect the sounds that the instruments make. However I will make minor changes to the placement of the shapes. This is so the chromatography overlays have more definition.



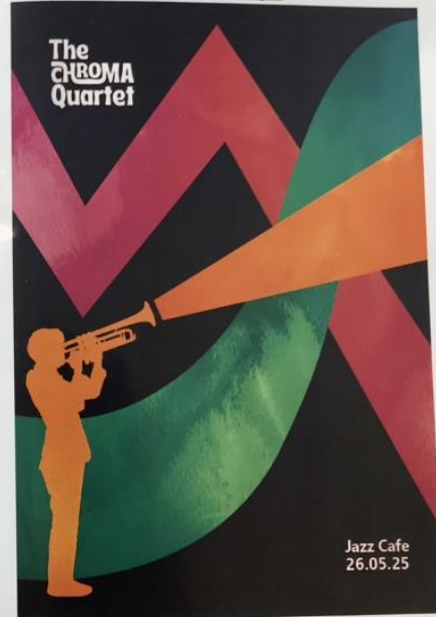
Editing Chromatogram images



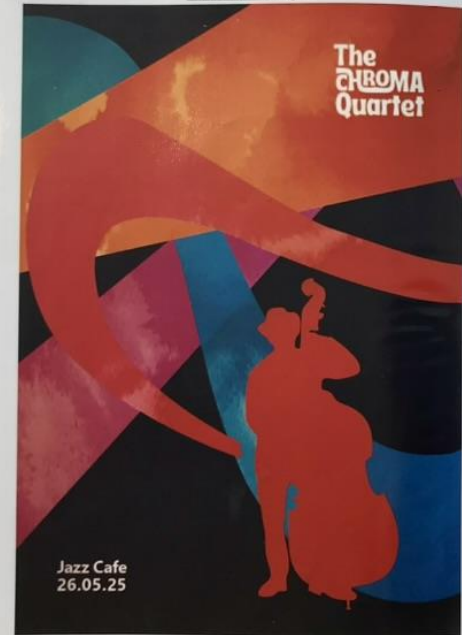
Final Poster Design 2



Final Poster Design 3



Final Poster Design 4



The final Chroma Quartet Concertina



