

# Component 2 Graphic Communication

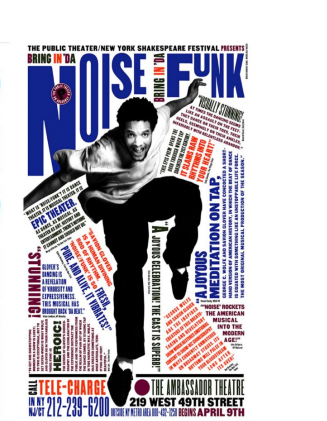
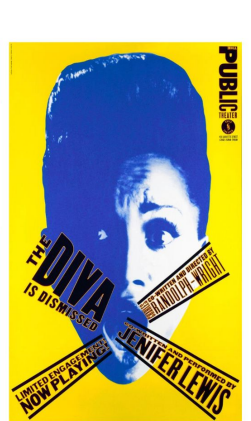
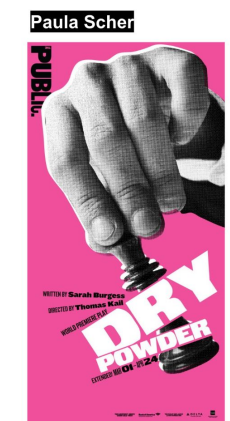
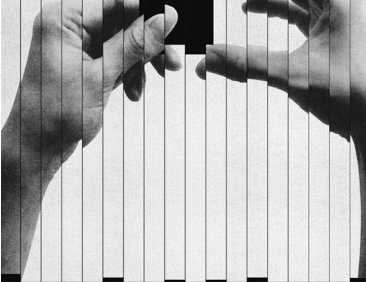
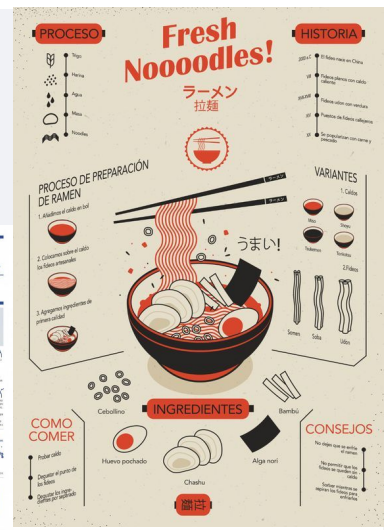
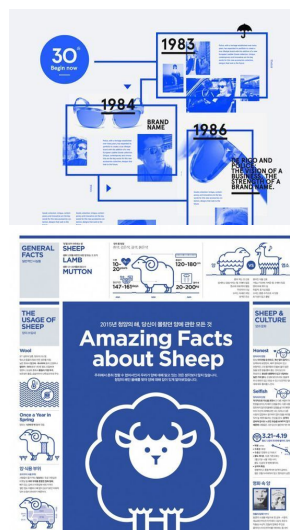
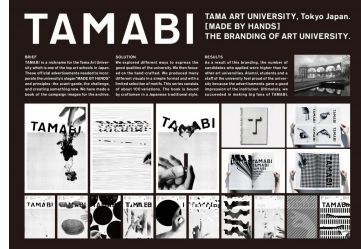
## Standard Mark – 39

	AO1	AO2	AO3	AO4	TOTAL
<b>Mark</b>	9	10	10	10	39
<b>Level</b>	3	4	4	4	
	Fully emerging competent ability	Just competent and consistent ability	Just competent and consistent ability	Just competent and consistent ability	

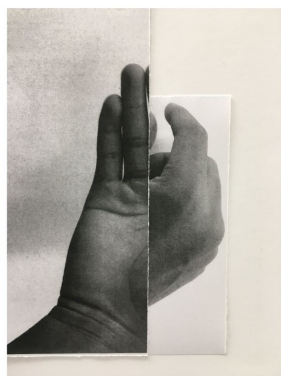
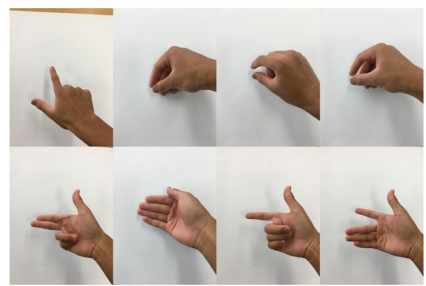
**Examiner comments:**  
 This is a purposeful and broadening submission of work evidencing a series of poster designs on the themes of 'greed' and 'envy'. The candidate demonstrates endeavour in selecting and responding to contemporary poster designs (AO1), showing growing control in their use of digital media and typographic design (AO2, AO3). There is evidence of reflective but adequate annotation, to support the development of ideas and safe but predictable outcomes (AO3, AO4).

Keyword descriptors from the taxonomy:

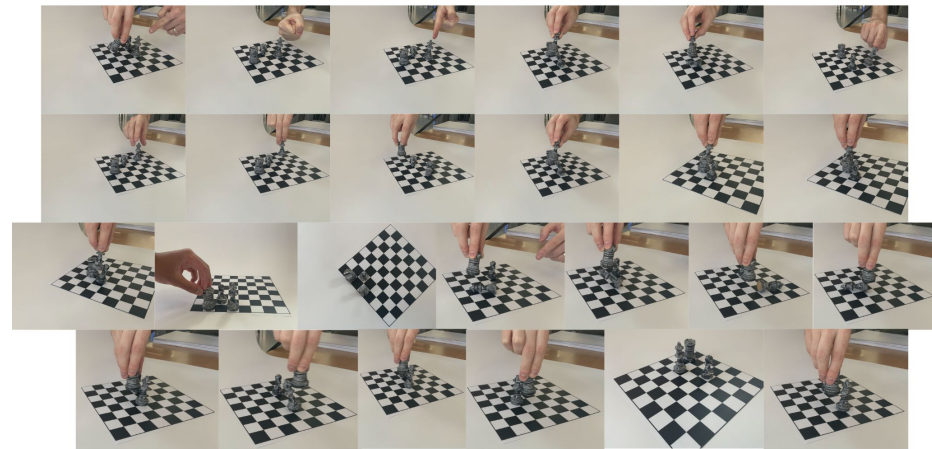
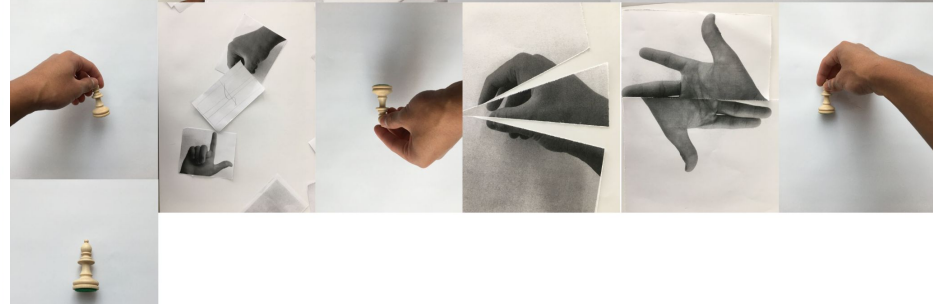
- Reflective
- Predictable
- Broadening
- Endeavour
- Safe
- Purposeful
- Growing control



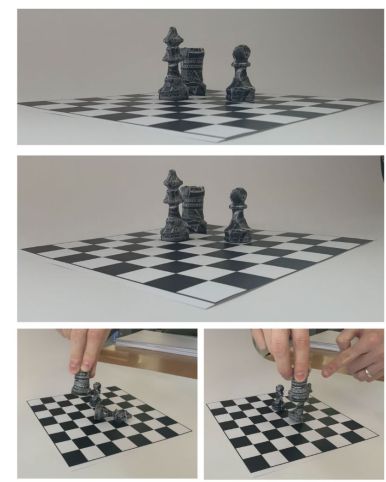
The use of typography is prominent in the poster. The Text "Dry powder" is bold and presents itself well amongst the other elements of the poster. The smaller text surrounding it is a more modern font and creates balance and contrast. The use of imagery is also very effective and creates hierarchy within the poster. There are 3-4 colours used in the poster making a minimalist but striking and visually appealing poster.



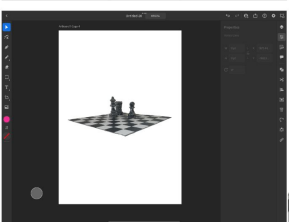
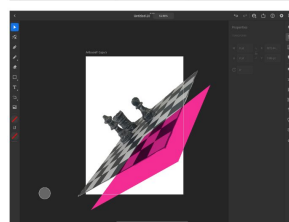
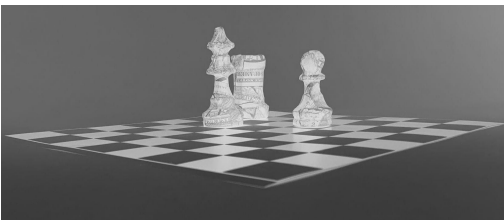
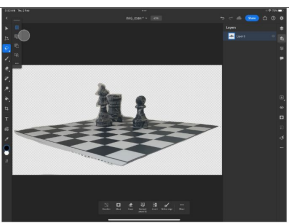
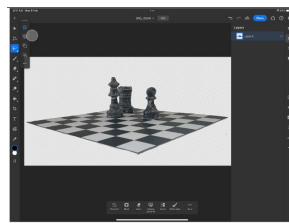
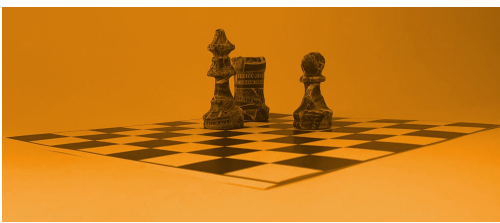
Experimenting possible uses of hands in my future posters through collage.



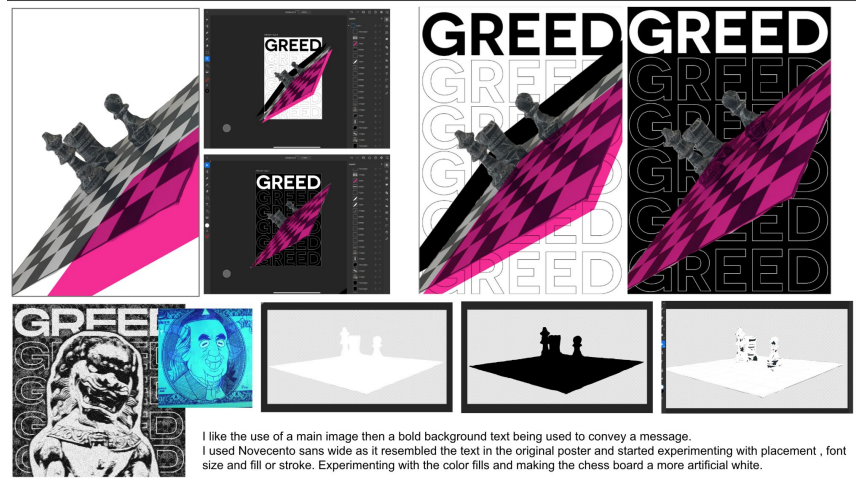
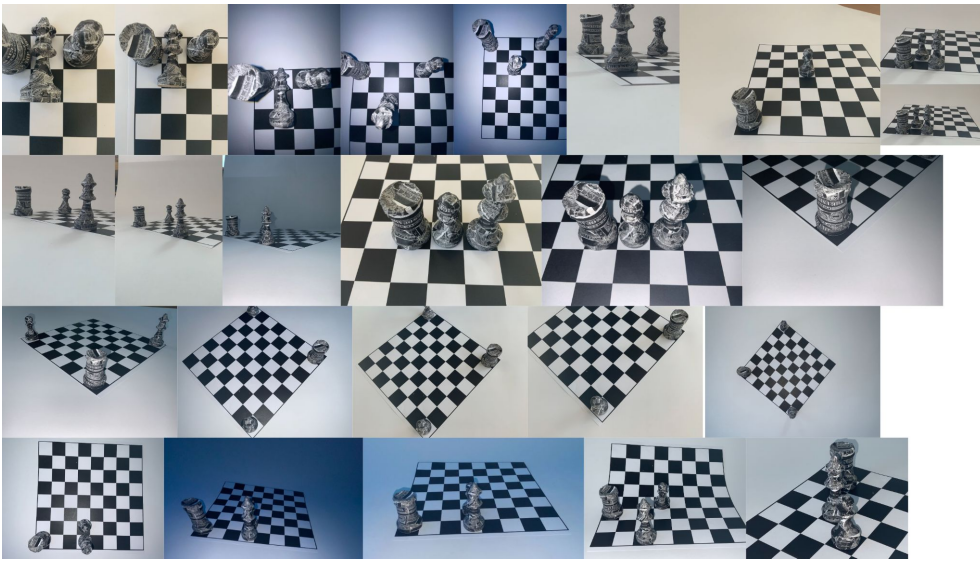
Taking pictures of different situations in chess so I can further use this in illustrator to create a design



Using the lasso tool in photoshop to cut out any unnecessary background and making it transparent to use in my design.



Experimenting with placement and deciding what to put in the background / extra elements.



I like the use of a main image then a bold background text being used to convey a message. I used Novecento sans wide as it resembled the text in the original poster and started experimenting with placement, font size and fill or stroke. Experimenting with the color fills and making the chess board a more artificial white.

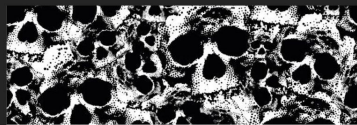
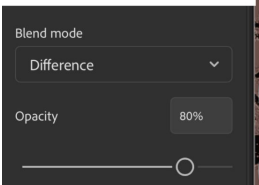
Artboard 1 Copy 8



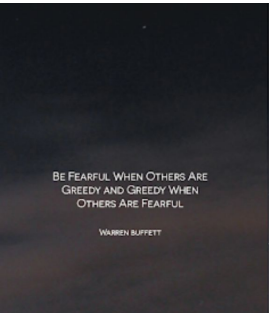
Artboard 1 Copy 8



Using the blend mode to alter the color and lowering the opacity to suit the background function

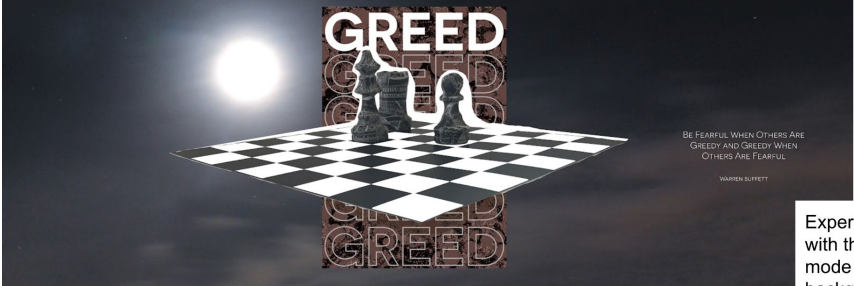
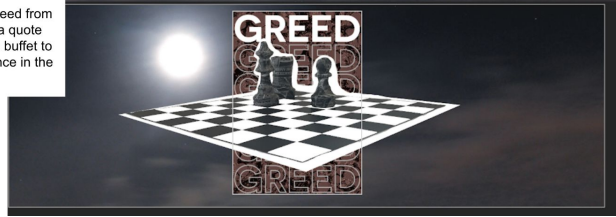


In my opinion, I found the black background plain and found inspiration to add an image to act as a texture in the background to bring it life and add more complexity to the design.

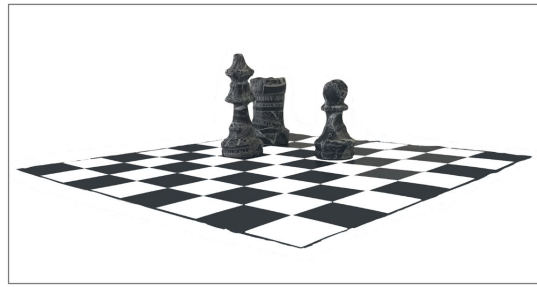
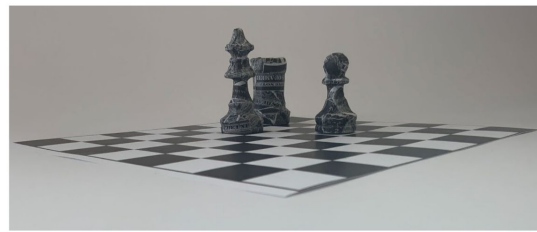
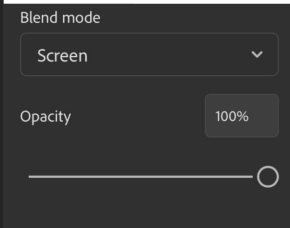


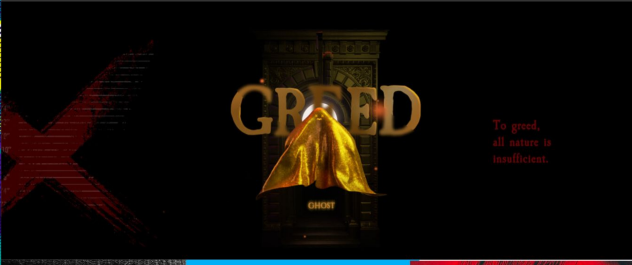
To greed, all nature is insufficient.

Inspired by the quote of greed from another poster and found a quote related to greed by warren buffet to create hierarchy and balance in the poster

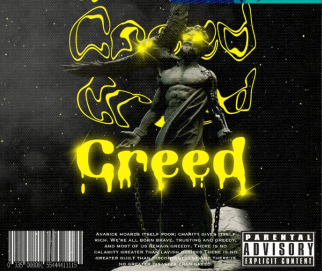


Experimenting with the blend mode to alter the background





Sidharth Girish is a india based graphics designer and his personal project was the seven deadly sins



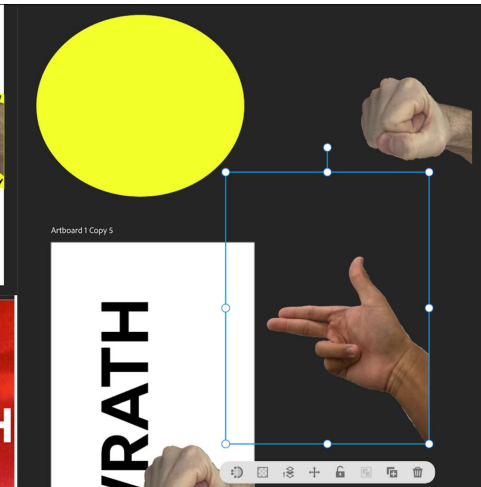
Stages you would like to take  
Chess piece  
Skull brown color  
Background  
Quotes  
7 deadly sins  
poster



Stages of making ( exam)



Early inspiration and stages of making

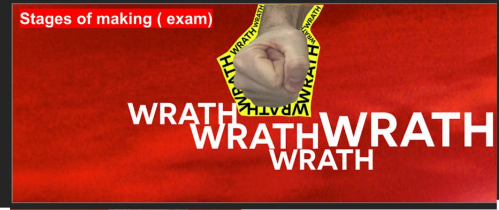




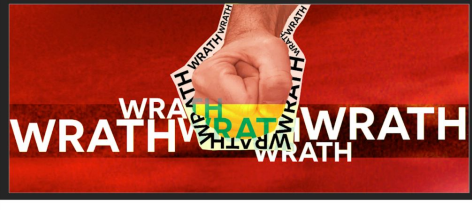
Using blend mode to make the background red which is suitable for the word "wrath" or anger and red symbolises this well



This was the first experiment with the theme and word.



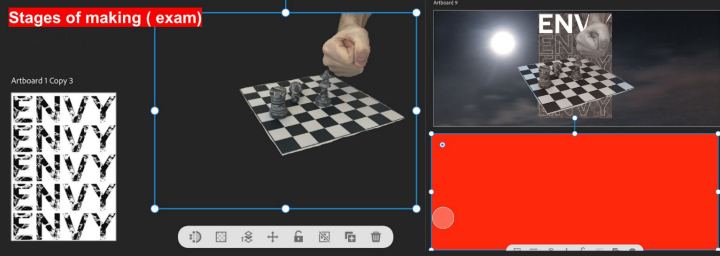
The placement of the words "wrath" was purposely done to replicate someone punching a chess board in anger/ wrath



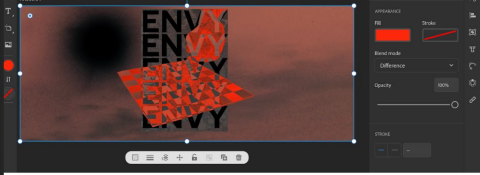
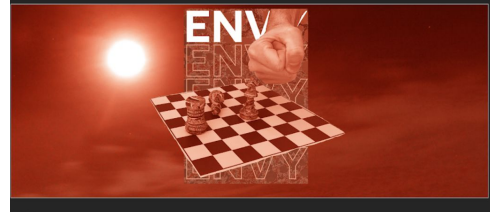
In photoshop , cut out the fist to suit the word wrath. My thought process was to create poster around the theme anger and the fist worked well.



Stages of making ( exam )



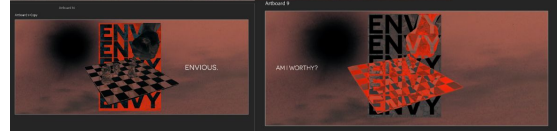
Red is a relevant color to the theme.



Experimenting with different clips , blend modes and color clip masks.



Experimented with different blend mode and found out that the effect named "difference" Worked well with the rest of the design due to the eerie look it adds to the poster.



Stages of making ( exam )



ENVIUS.



ENVIUS.

Different quote / text  
and placement on  
the poster



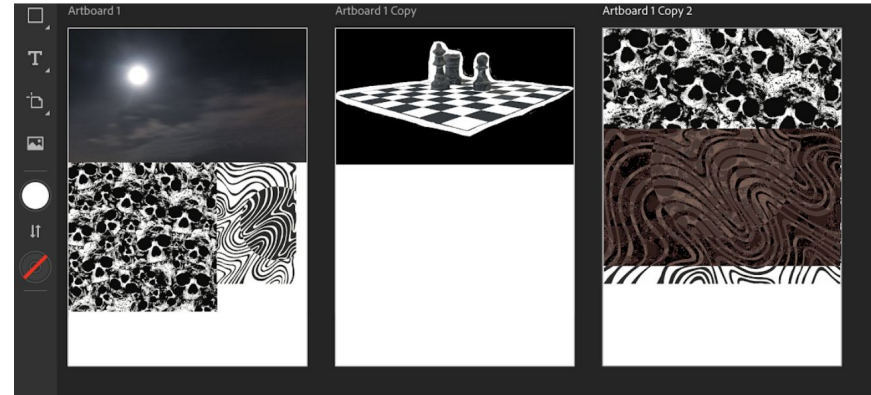
AM I WORTHY?

Different blend mode of the chess board and hand to be more bold and stand out



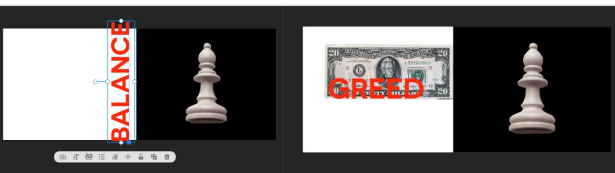
ENVIUS.

## Stages of making ( exam)





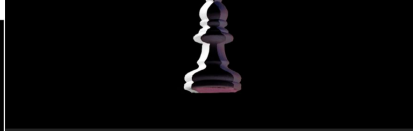
Stages of making ( exam)



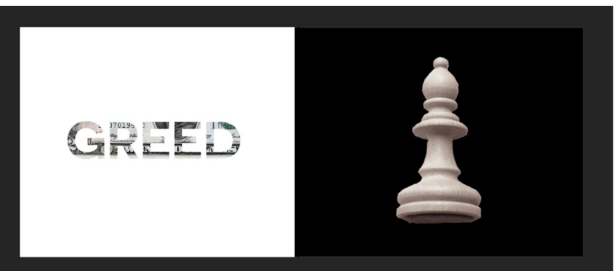
GREED



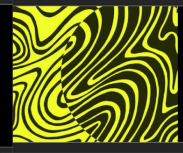
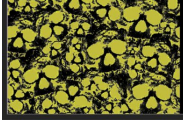
Stages of making ( exam)



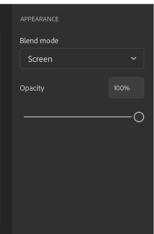
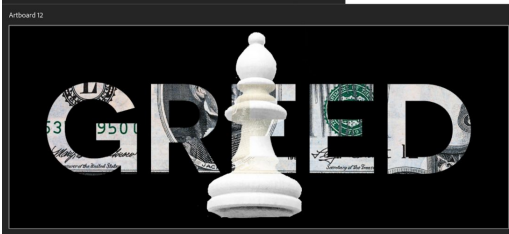
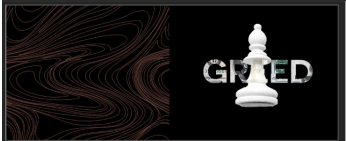
Simplistic yet effective way of conveying the message

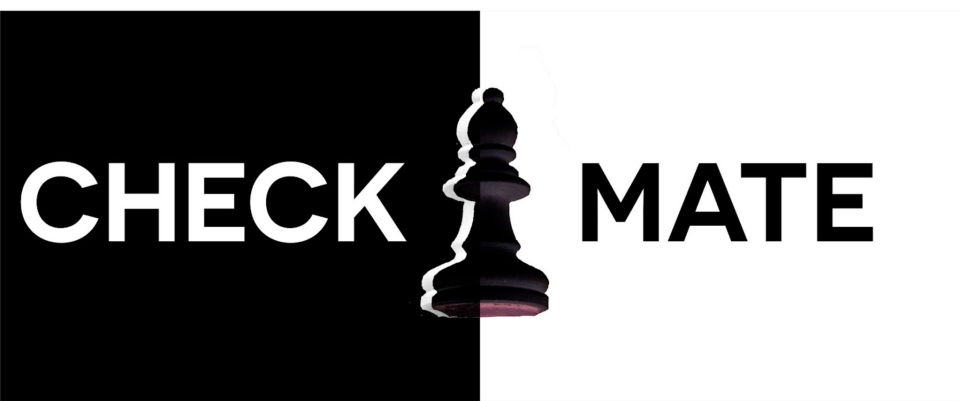


Stages of making ( exam)



Experimented with different backgrounds using different textures and color blend modes / clip masks





10 Hour Final Outcome. (Variant)



ENVIOS.

10 Hour Final Outcome



10 Hour Final Outcome. (Variant)



10 Hour Final Outcome

