## GCSE Graphic communication –

100% COURSEWORK - 3 projects altogether including an externally set exam project

10 hour exam at end of year 11

Our projects focus on:

- Packaging
- Logo design
- Illustration
- Advertising
- Typography
- Developing ideas
- Researching iconic designers
- Analysing existing designs
- Digital drawings/photography



#### NEVILLE BRODY

Neville Brody is an English graphic designer, typographer and art director. He is well known for his work on The Face magazine (1981–1986), Arena magazine (1987–1990), as well as for designing record covers for artists such as Clock DVA, Cabaret Voltaire, The Bongos, and Depeche Mode. He created the company Research Studios in 1994 and is a founding member of Fontworks.

#### FORM

The backgorund consists of a dull organce block colour which contrasts well with the typography which uses the colours black and white. The typography is capitalised and ensures the audience is able to read it and it stands out.

#### PROCESS

This work has been created using a digital software such as Photoshop or Illustrator. The use of fonts, colours and rotation tools has been a key factor into production.



#### CONTENT

The orange used in the background is a secondary colour. The focal point is central as all the words meet in the middle; this puts the poster into perspective for the audience. The scale of more important words such as "Neville Brody" are enlarged so more attention can be drawn to

#### MOOD

The use of orange and red makes the audience feel alerted and aware. The typography pattern used in a star shape makes the audience feel curious and offers intepretation.

#### HONEY WILLIAMS

Honey Williams is Nottingham born, Jamaican-British singer, songwriter, visual artist, music educator, designer and image activist. Her work explores decolonising beauty, identity, gender, race and history. She is firmly fixed on shining a light on the untold stories of black women through her atrwork.

#### FORM

There are a variety of light colours in one corner and a blend of darker colours in the other. It is quite exaggurated and more cartoon like. The pastel colours are very subtle and calm however the darker colours are ore vivid and busy. The man in the centre contrasts the most with the backgorundshowing him as most the important.

#### PROCESS

This has been done through a digital meduim but has also includes collages. There has also been photography of the man who has then been given cartoon qualities through a digital medium.



#### CONTENT

The focal point is the man in the centre. His shirt is made up of a majority black and white collage of the stereotypical "hood". There are also birds in the foreground and little details shuch as a cown and graffiti type paint. It shows you a story of a powerful man looking past his stereotypes and everything within him.

#### MOOD

This piece of grpahics makes you feel powerful and optomistic about whatever your past or situation is. It is also quite refelctive showing people that they are not alone in struggles they share.

Current year 11 work - Poster analysis pages

# Poster designs Current year 11 work -

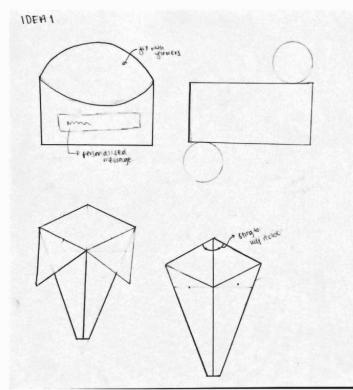




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#### Current year 11 work - Packaging drawings



### Can lead to careers such as:

Graphic designer Illustrator 3D animator Art director Motion graphics designer App designer Website designer

UX designer

Architect

Interior designer



# To be a Graphics student you need to:

Work independently on a project of your own choice

Attend catch up sessions to complete work

Analyse artwork in depth.

Be resilient as you constantly have to adapt your ideas.

Use extensive Graphics vocabulary when you annotate work.

Be able to listen and respond to feedback

Practise using Photoshop at home

Commit to 5 hours of homework a week.

Draw and sketch out ideas

Be open to trying out new techniques.