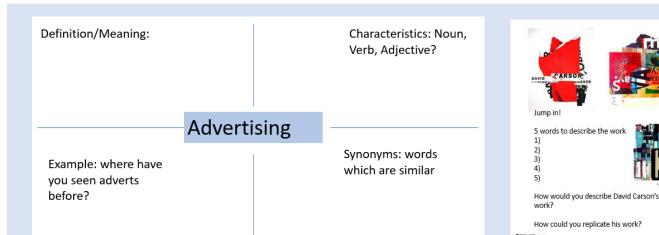
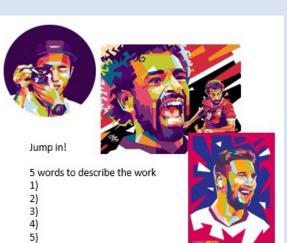
Graphic Communication Knowledge Organiser

Unit: Advertising







How would you describe Gilang Boyg's work?

How could you replicate his work?





Jump in!

5 words to describe the work





How would you describe the work?

How could you replicate the work?

Graphic Communication Knowledge Organiser

Unit: Advertising

Graphics Checklist

- Mood board of adverts
- Research on advertising
- Coca Cola brief
- Research on Coca Cola and Olympics
- Images of chosen country
- Coca Cola bottle sketches
- Research on David Carson
- Analysis of David Carson
- David Carson collage of country
- Edited Hue & Saturation 5 times (you can use PhotoPea online, it is exactly like Photoshop)
- Digital Typography x5
- Coca cola bottle sleeve with images
- Reseach on Gilang Bogy
- Analysis on Gilang Bogy
- Low Poly portrait and x5 Hue & Saturation
- Research on Bauhaus Art
- Analysis on Bauhaus Art
- Image on building with lines on
- Adobe Illustrator colour fill of building
- Line Art drawing displayed
- 5x Line Art changing the colours.

AQA Graphic Design checklist

Component 1: Advertising

Grade : 2/3/4

- At least 5 images of each Graphics Designers work with moderate annotation
- Some ability of work whether digital or sketched in the style of the designer (1-2 pieces)
- Moderate experimentation with different materials
- Evidence of digital experimenting

Grade: 4/5/6

- Clear and consistent annotations of the designers work and your own
- Consistent ability of work whether digital or sketched in the style of the designer (3-4 pieces)
- · Effective experimentation with different materials
- Effective evidence of digital experimenting showing the development of ideas

Grade:6/7/8/9

- Fantastic presentation throughout
- Exceptional ability of work whether digital or sketched in the style of the designer (5-6 pieces)
- Quality experimentation in a variety of materials
- Accurate copies of the designers work in a variety of materials
- Highly developed detailed annotation

Component 1 = 60% of final grade!



A04: Personal Response: Your final piece will have...



David Carson inspired typography Gilang Bogy inspired imagery Bauhaus inspired composition

A mixture of skills and materials An interesting background A sporting celebrity that has been used in your prep About 10 hours worth of work

Remember: your prep should have examples of this in

