



Definition/Meaning:

Characteristics: Noun,  
Verb, Adjective?

### Advertising

Example: where have  
you seen adverts  
before?

Synonyms: words  
which are similar



Jump in!

5 words to describe the work

- 1)
- 2)
- 3)
- 4)
- 5)



How would you describe David Carson's  
work?

How could you replicate his work?



Jump in!

5 words to describe the work

- 1)
- 2)
- 3)
- 4)
- 5)

How would you describe Gilang Boyg's  
work?

How could you replicate his work?



Jump in!

5 words to describe the work

- 1)
- 2)
- 3)
- 4)
- 5)



How would you describe the work?

How could you replicate the work?



## 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
- Research on Gilang Bogoy
- Analysis on Gilang Bogoy
- 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 Bogoy 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 it, plan it out first

