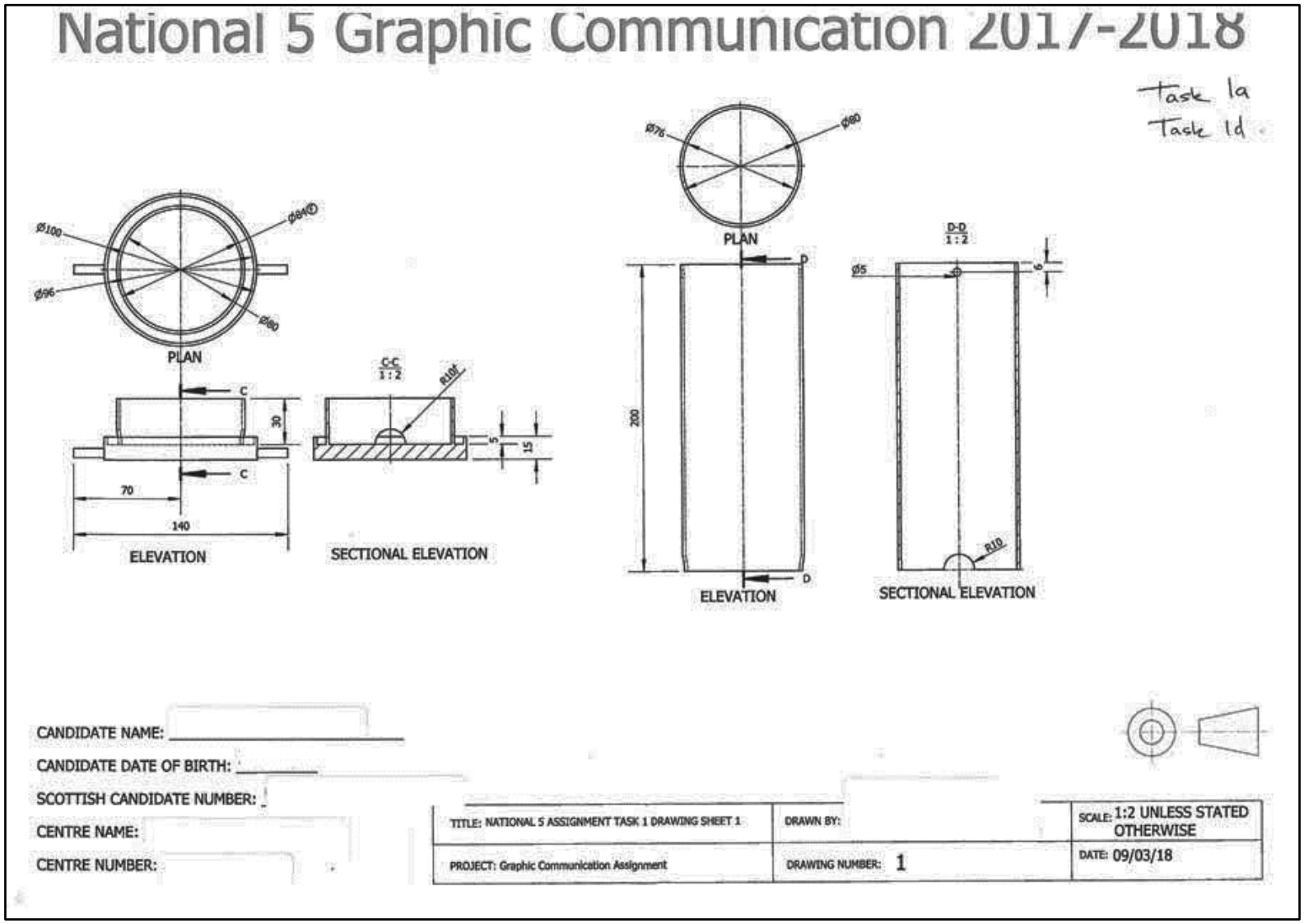
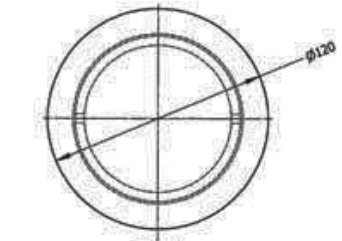
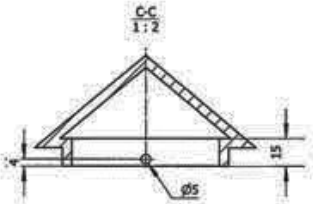
Candidate 1 evidence

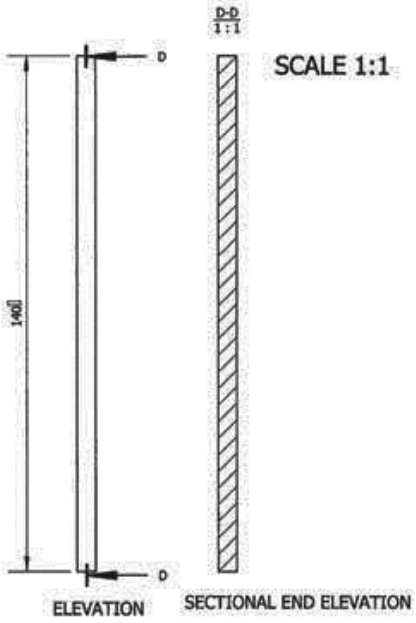


National 5 Graphic Communication 2017-2018

Task 1a
Task 1d







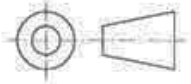
CANDIDATE NAME: _____

CANDIDATE DATE OF BIRTH: _____

SCOTTISH CANDIDATE NUMBER: _____

CENTRE NAME:

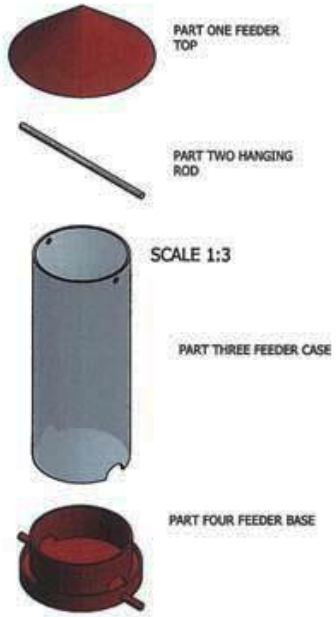
CENTRE NUMBER:



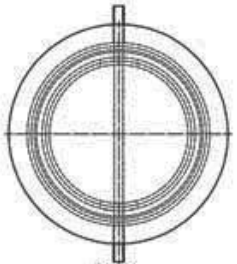
TITLE: NATIONAL 5 ASSIGNMENT TASK 1 DRAWING SHEET 2	DRAWN BY	SCALE: 1:2 UNLESS STATED OTHERWISE
PROJECT: Graphic Communication Assignment	DRAWING NUMBER: 1	DATE: 09/03/18

National 5 Graphic Communication 2017-2018

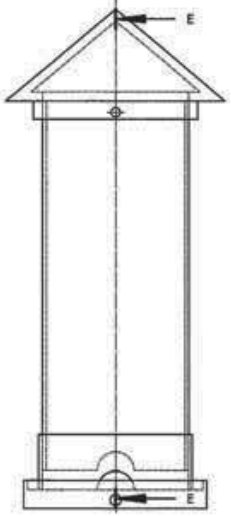
Task 1b
Task 1c



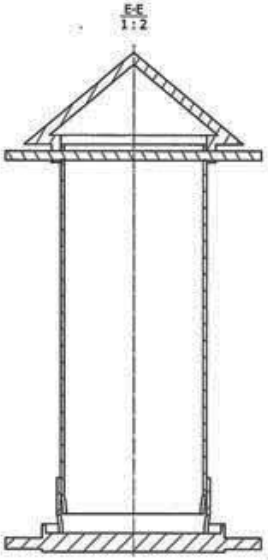
EXPLODED ISOMETRIC



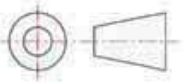
PLAN



END ELEVATION



SECTIONAL ELEVATION



CANDIDATE NAME: _____

CANDIDATE DATE OF BIRTH: _____

SCOTTISH CANDIDATE NUMBER: _____

CENTRE NAME:

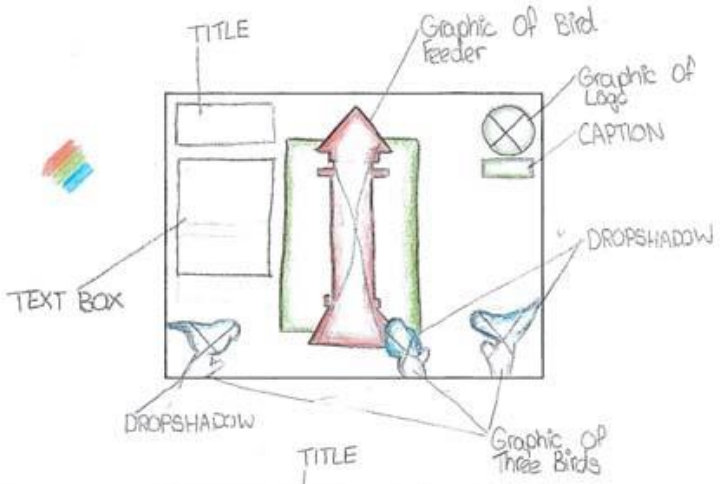
CENTRE NUMBER:

TITLE: NATIONAL 5 ASSIGNMENT TASK 1 DRAWING SHEET 3	DRAWN BY:	SCALE: 1:2 UNLESS STATED OTHERWISE
PROJECT: Graphic Communication Assignment	DRAWING NUMBER: 3	DATE: 09/03/18

Preliminary

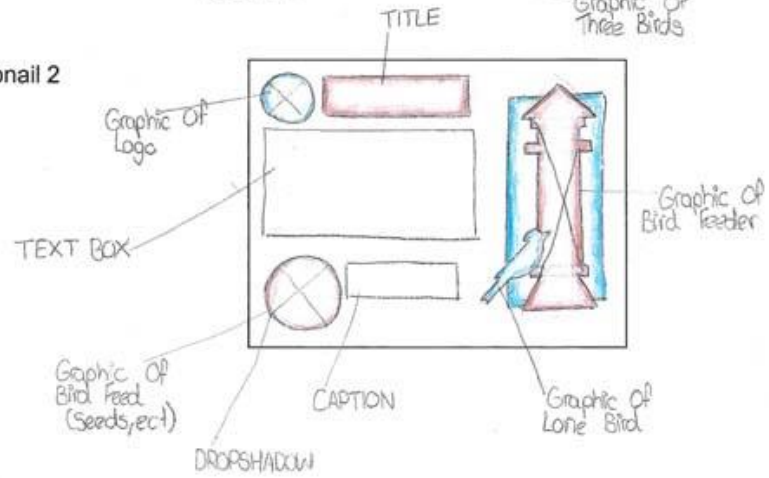
Task 2b

Thumbnail 1



DOMINANCE
- the use of a pale green (receding colour) to bring forward the graphic of the bird feeder
- overlapping the graphic of the bird on top of the graphic of the bird feeder
- the use of dropshadows on the three birds graphics
- contrast between red and green

Thumbnail 2



DOMINANCE
- the use of a dropshadow on the graphic of bird feed
- overlapping the lone bird graphic on top of the graphic of the bird feeder
- the use of blue (receding colour) to bring the graphic of the bird feeded forward

Task 2b National 5 Graphic Communication 2017-18 ASSIGNMENT

Task 2a + Task 2c

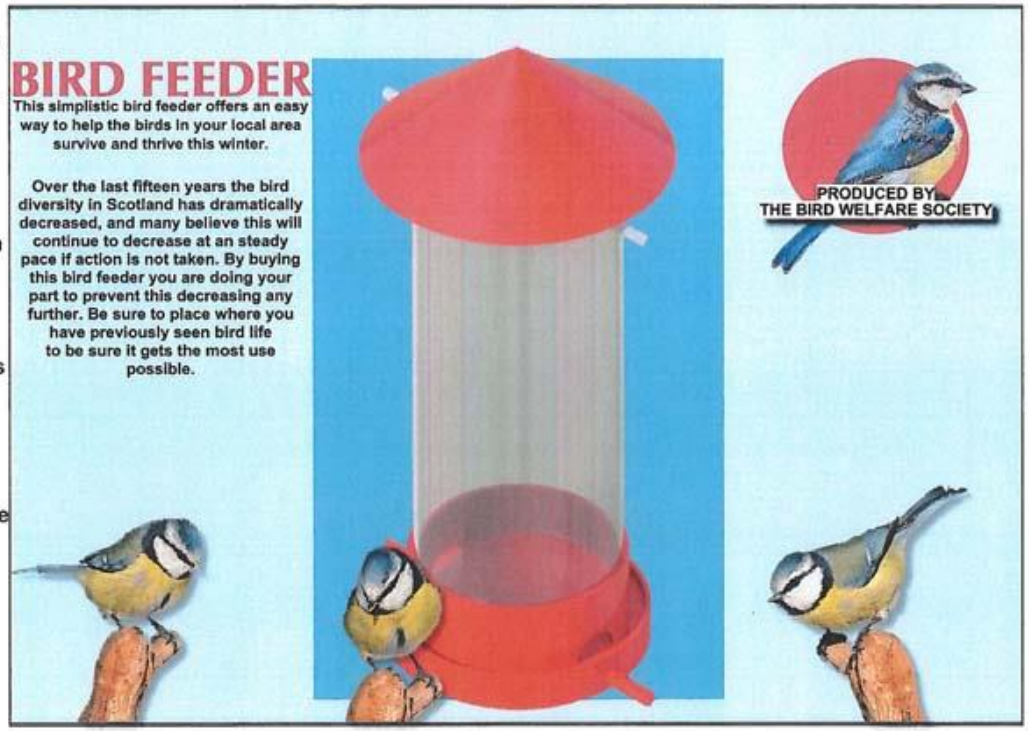
Promotional

REPETITION

- I created repetition by using the same shade of red multiple times throughout my promotional poster
- Additionally I used the same typeface multiple times throughout the poster
- The use of repetition strengthens the design by tying together individual elements which helps to create consistency and Association

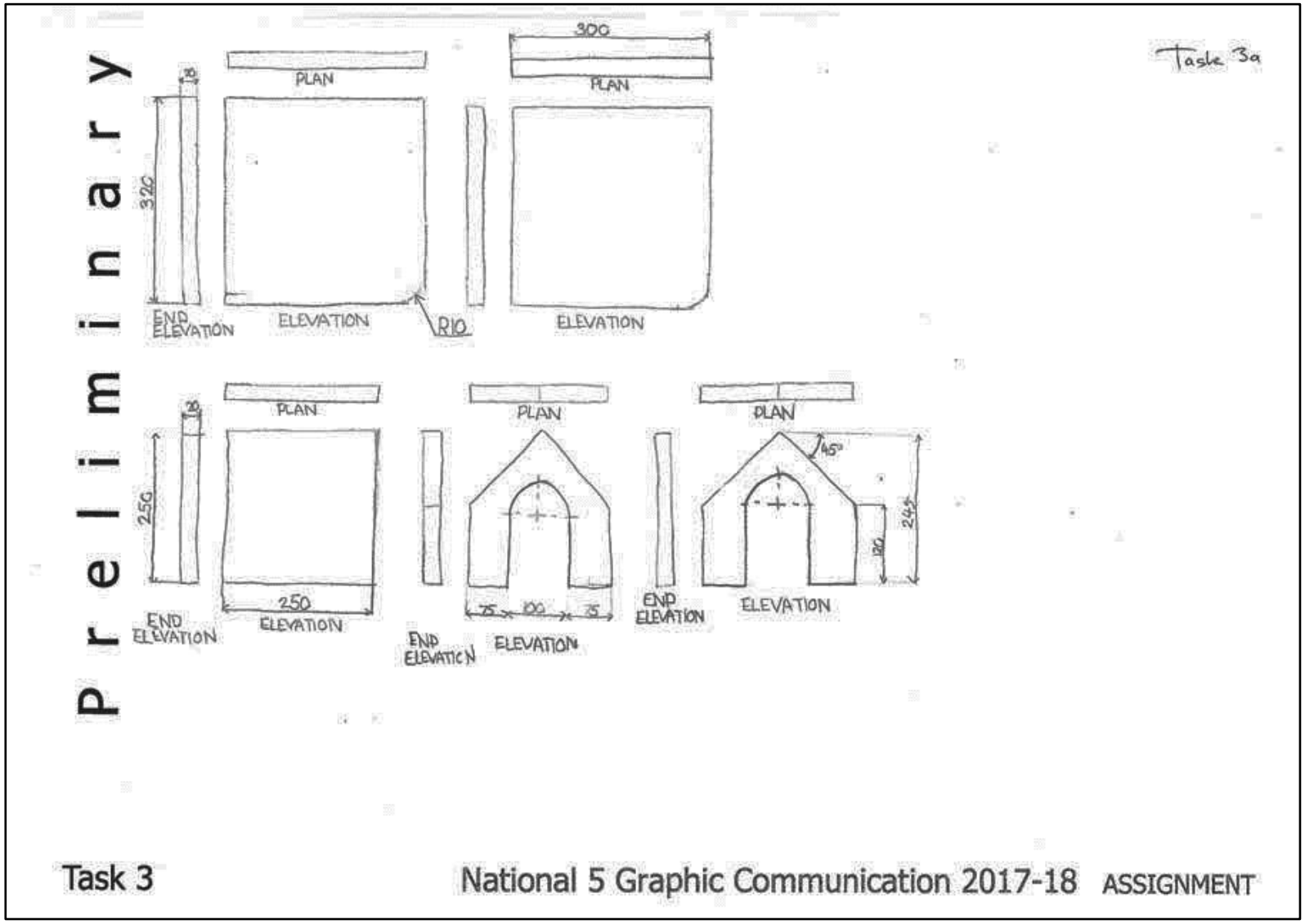
CONTRAST

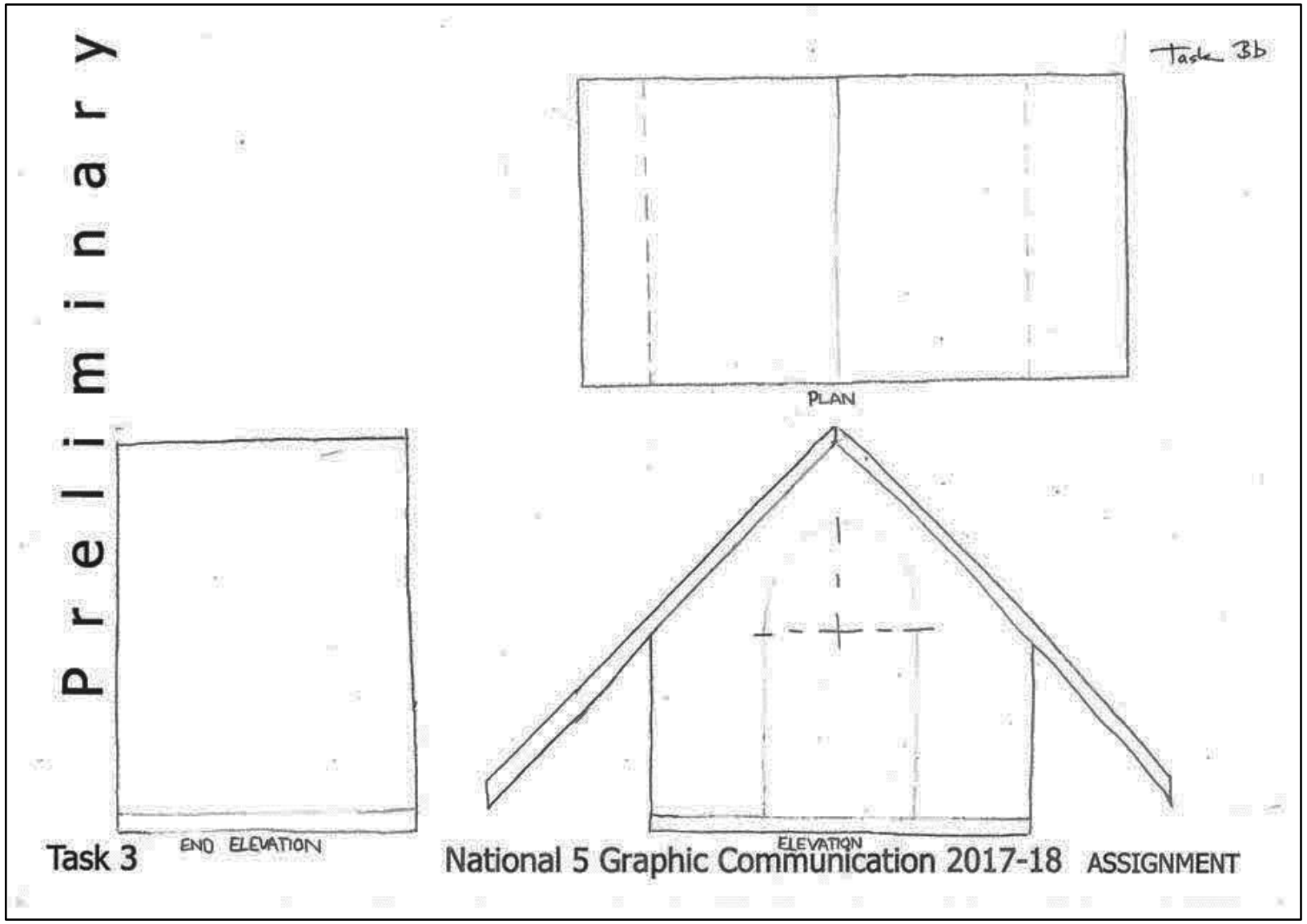
- Used both circles and rectangles This is a clear example of contrast as the greater the differences between the two elements the greater the contrast
- Used a variation of large typeface and small



Task 2c

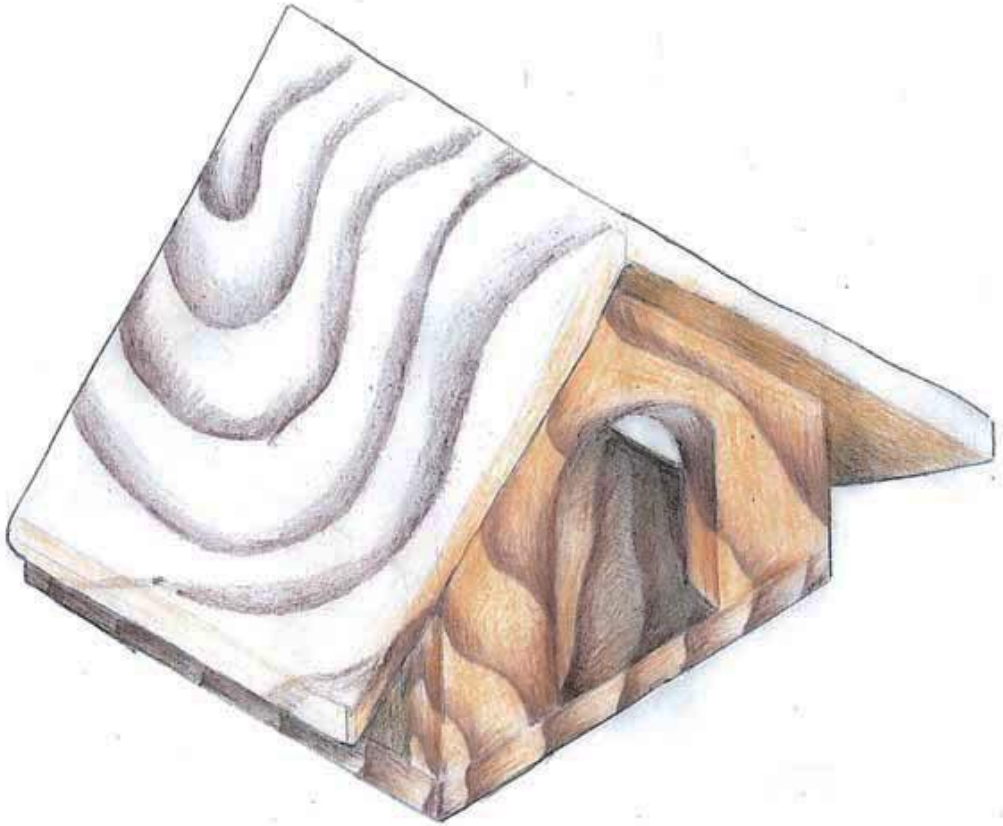
National 5 Graphic Communication 2017-18 ASSIGNMENT


Preliminary
Task 3a
PLAN
300
PLAN
18
320
END ELEVATION
ELEVATION
R10
ELEVATION
PLAN
PLAN
PLAN
18
250
END ELEVATION
250
ELEVATION
END ELEVATION
75
100
75
ELEVATION
END ELEVATION
45°
245
120
ELEVATION
Task 3
National 5 Graphic Communication 2017-18 ASSIGNMENT


Preliminary
Task 3b
PLAN
END ELEVATION
ELEVATION
Task 3
National 5 Graphic Communication 2017-18 ASSIGNMENT

Preliminary

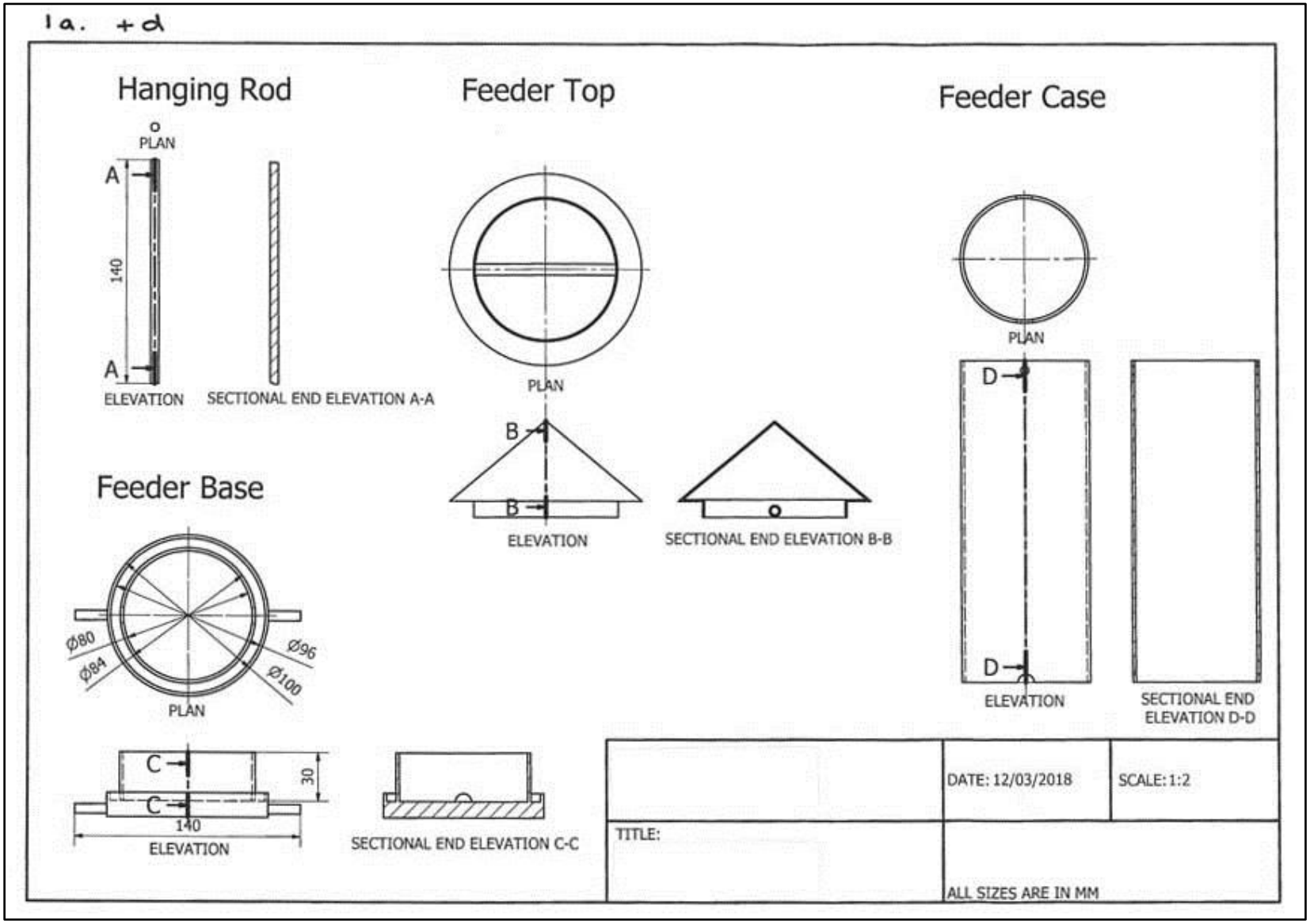
Task 3c



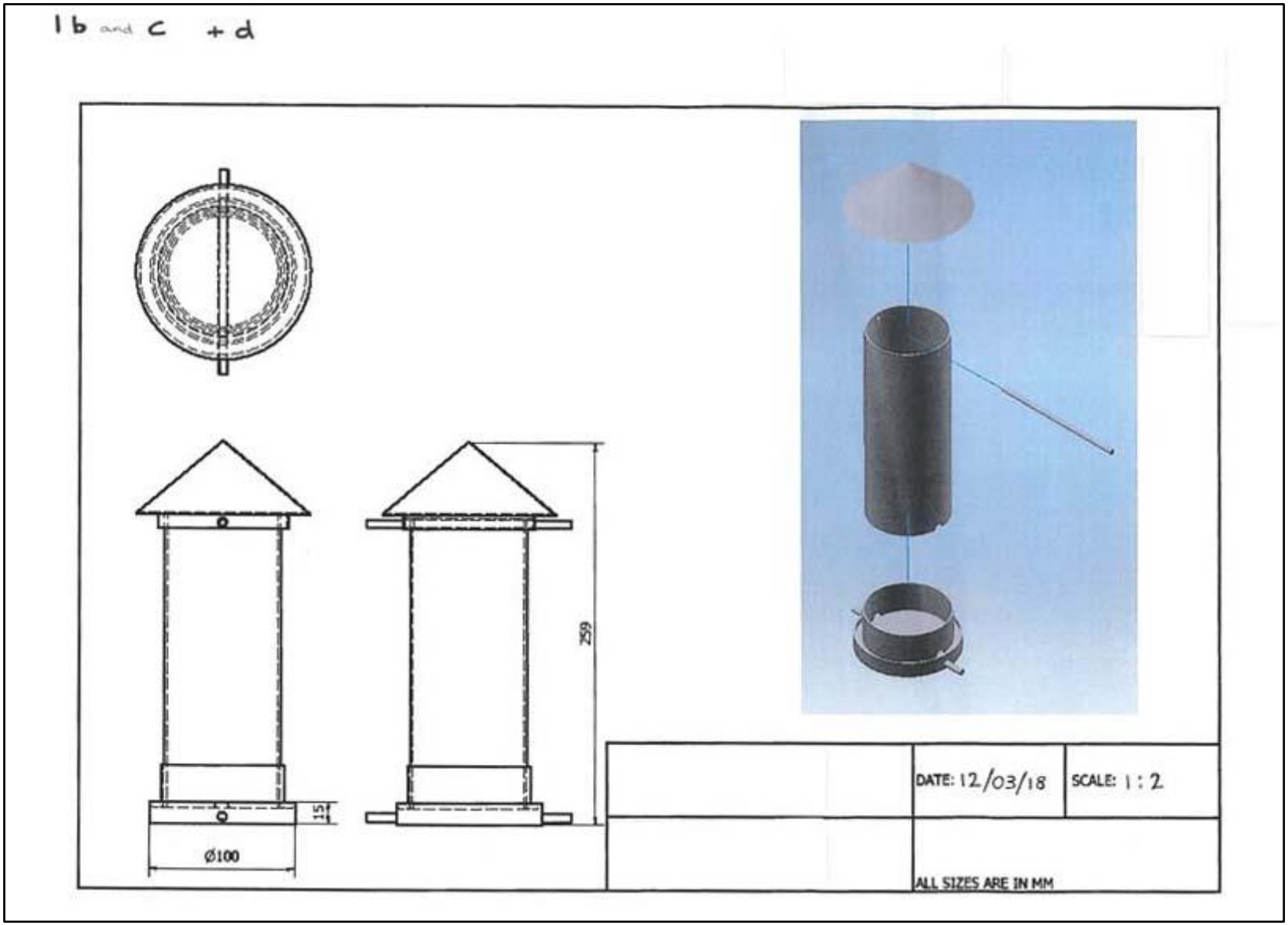
Task 3

National 5 Graphic Communication 2017-18 ASSIGNMENT

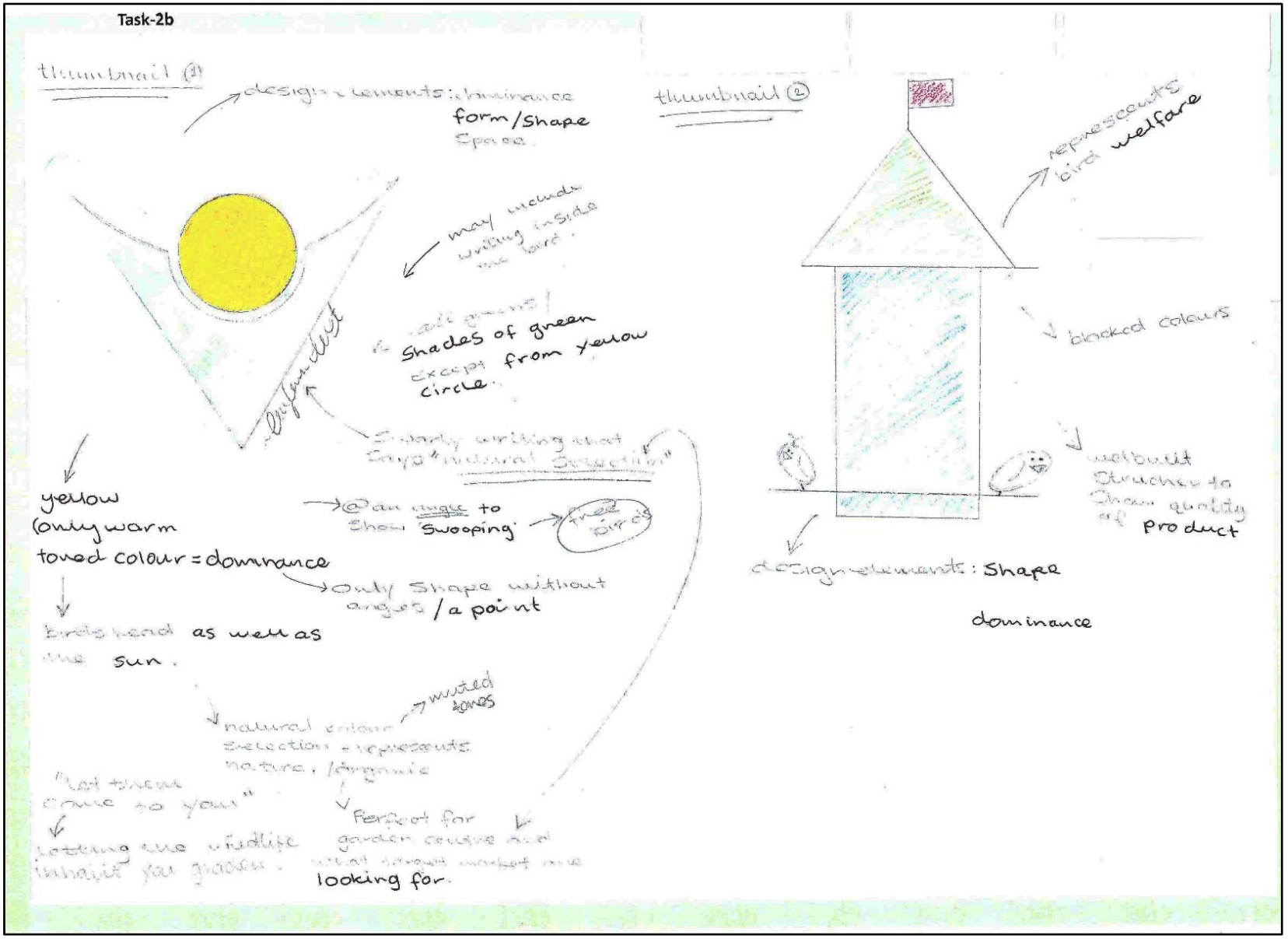
Candidate 2 evidence



1b and c + d

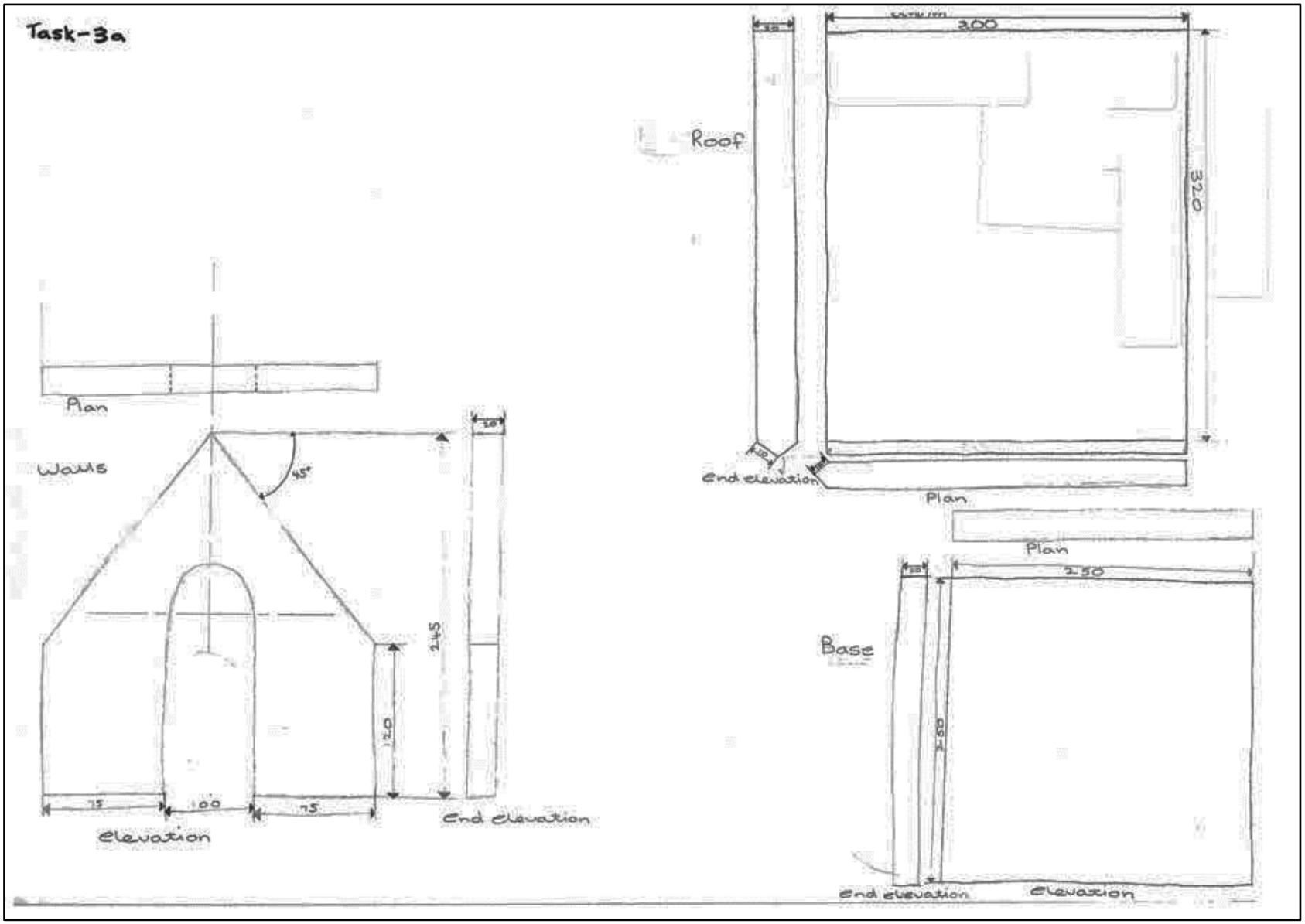


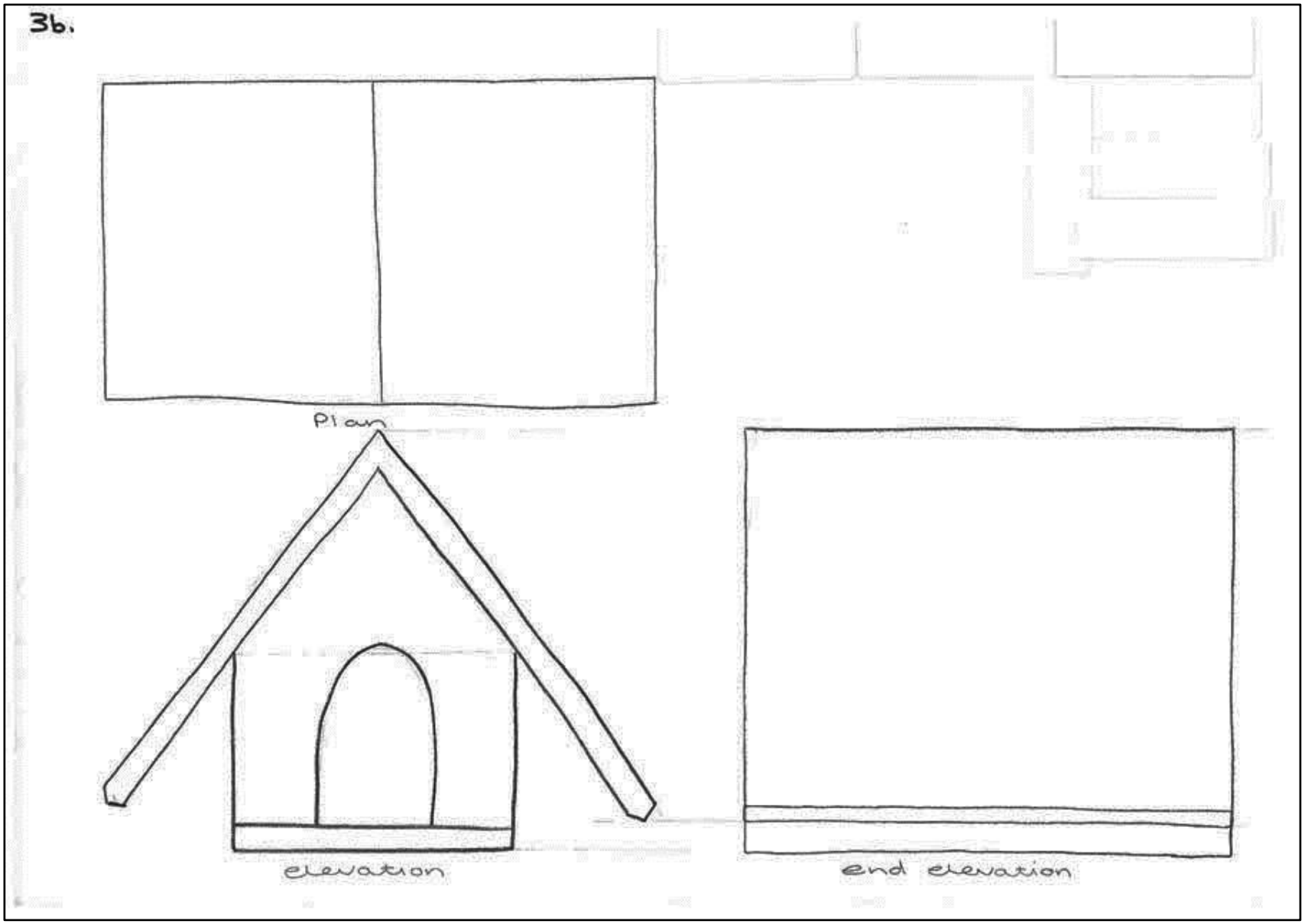
Task 2a

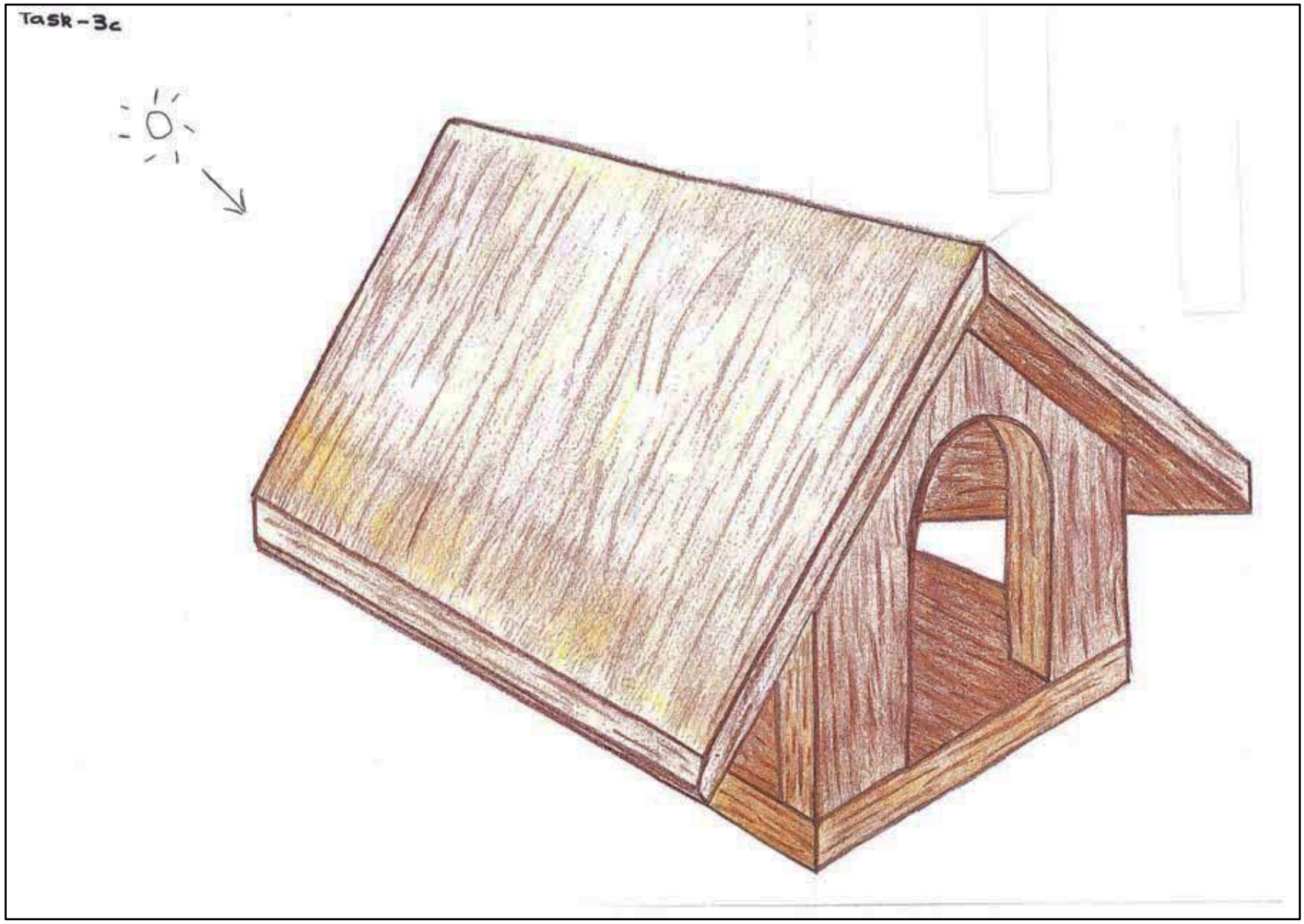

Task-2b
thumbnail (1)
design elements: dominance
form/shape
Space.
may include writing inside the bird.
all greens/
shades of green except from yellow circle.
Swarty writing that says "natural selection"
@ an angle to show 'swooping'
free birds
yellow (only warm toned colour = dominance
only shape without angles / a point
birds head as well as the sun.
natural colour selection + represents nature. / organic
muted tones
"let them come to you"
letting the wildlife inhabit you garden.
Perfect for garden centre and what target market are looking for.
thumbnail (2)
represents bird welfare
blocked colours
welbuilt structure to show quality of product
design elements: shape
dominance

Task 2c.

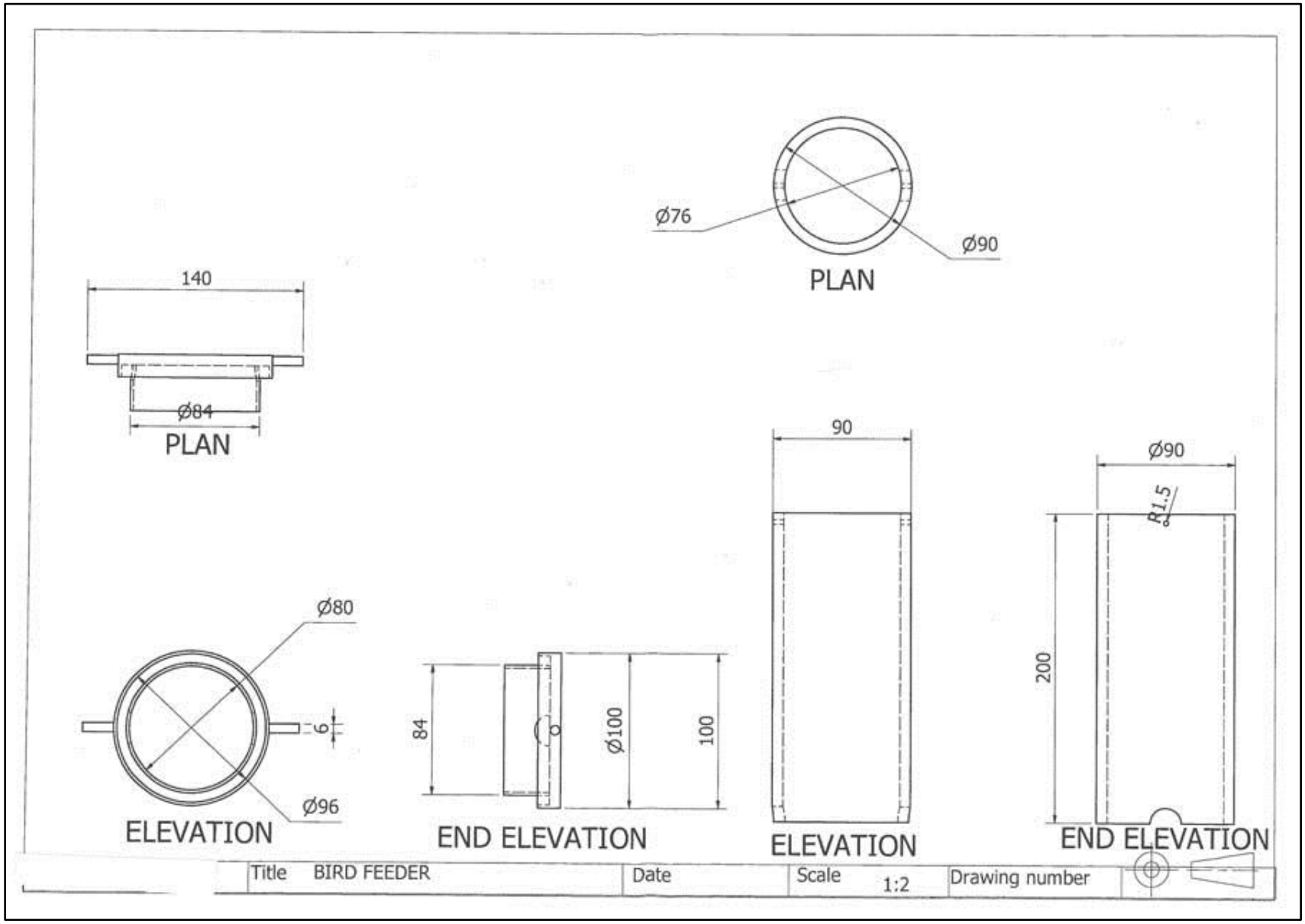
angled images / graphics to create an impact.
NEW
Bird Feeder
matching Colour to create unity

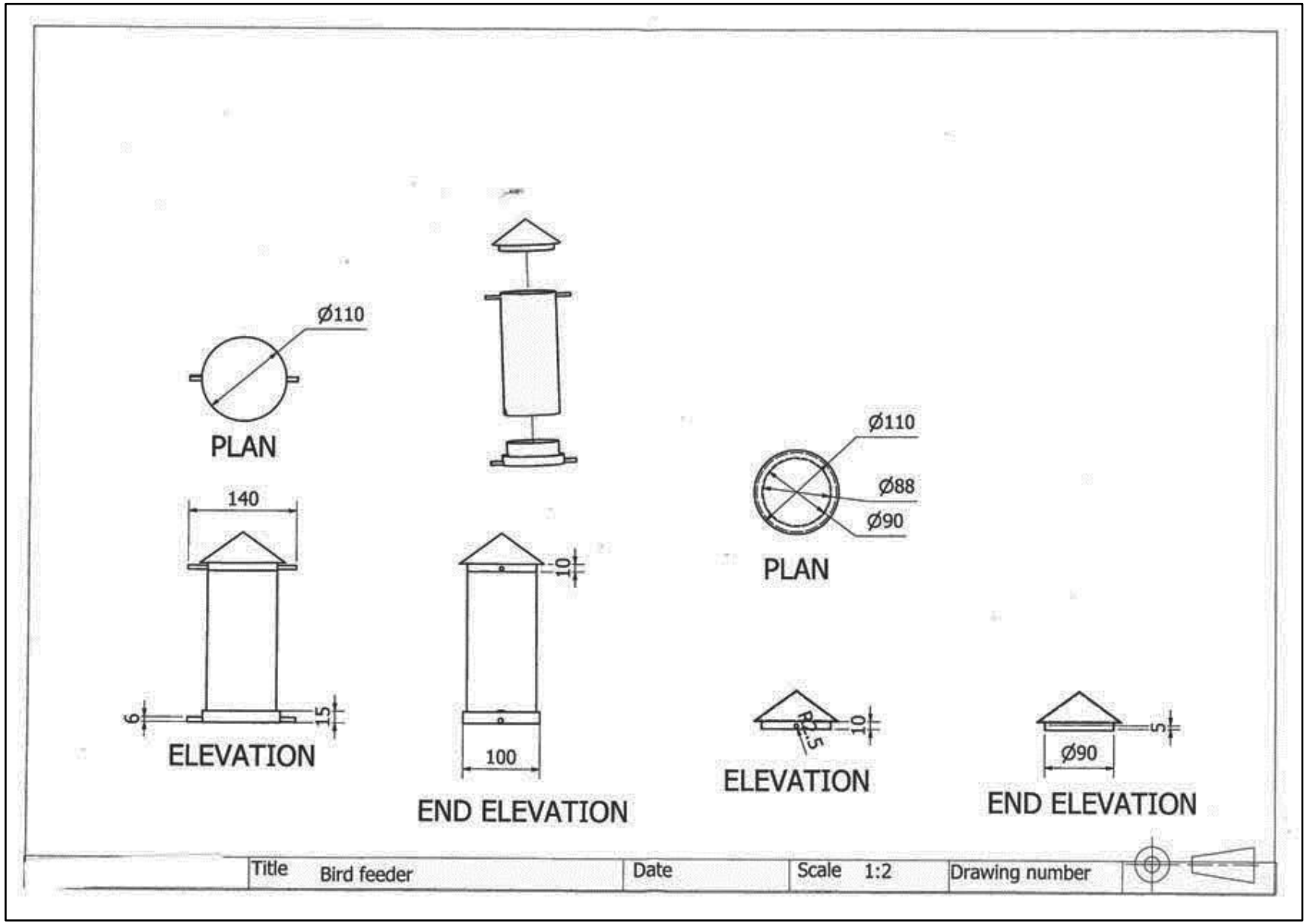

Task-3a
Roof
300
320
End elevation
Plan
Plan
Walls
45°
Plan
245
120
75
100
75
elevation
End elevation
Base
250
End elevation
elevation

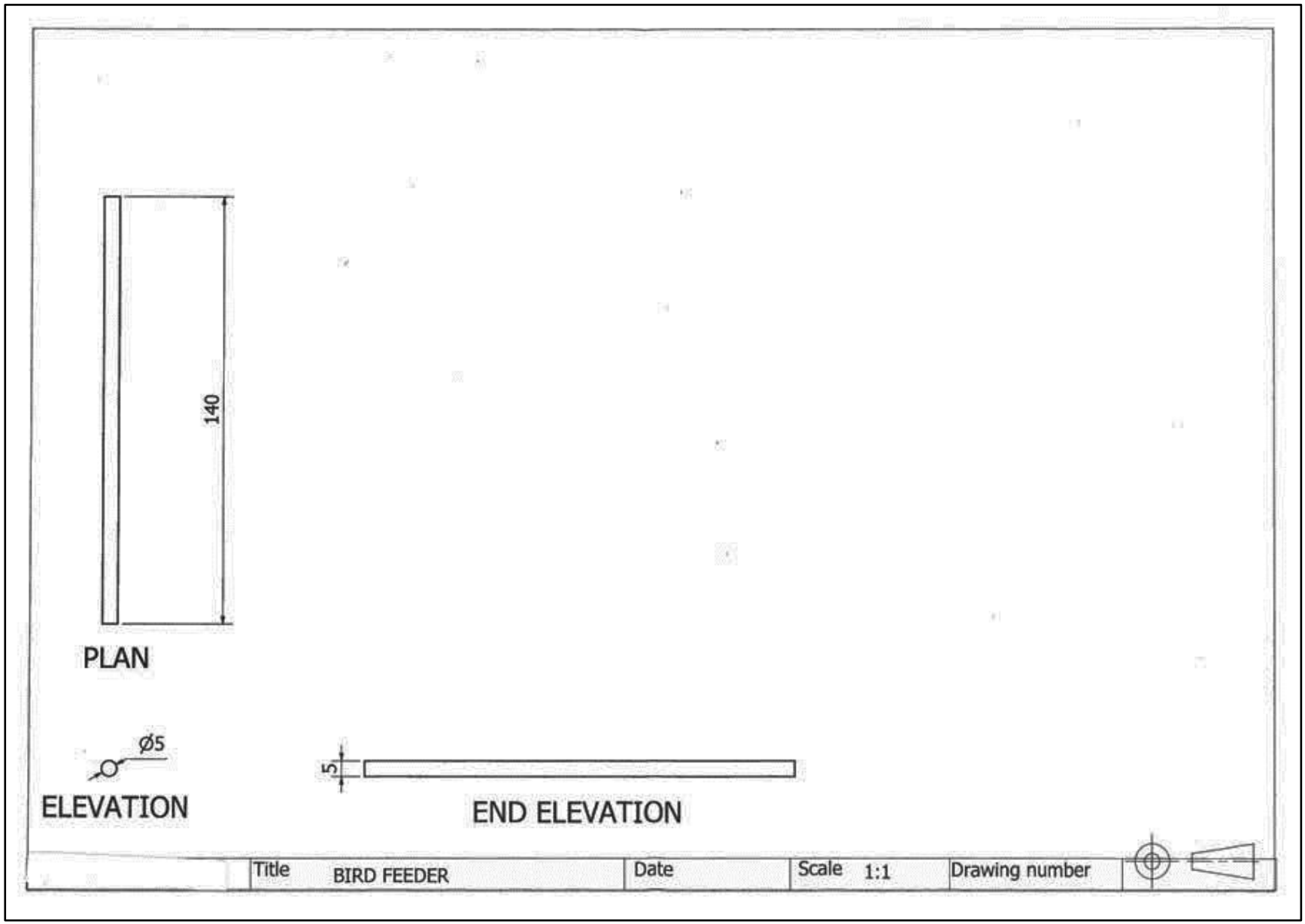

3b.
Plan
elevation
end elevation


Task - 3c

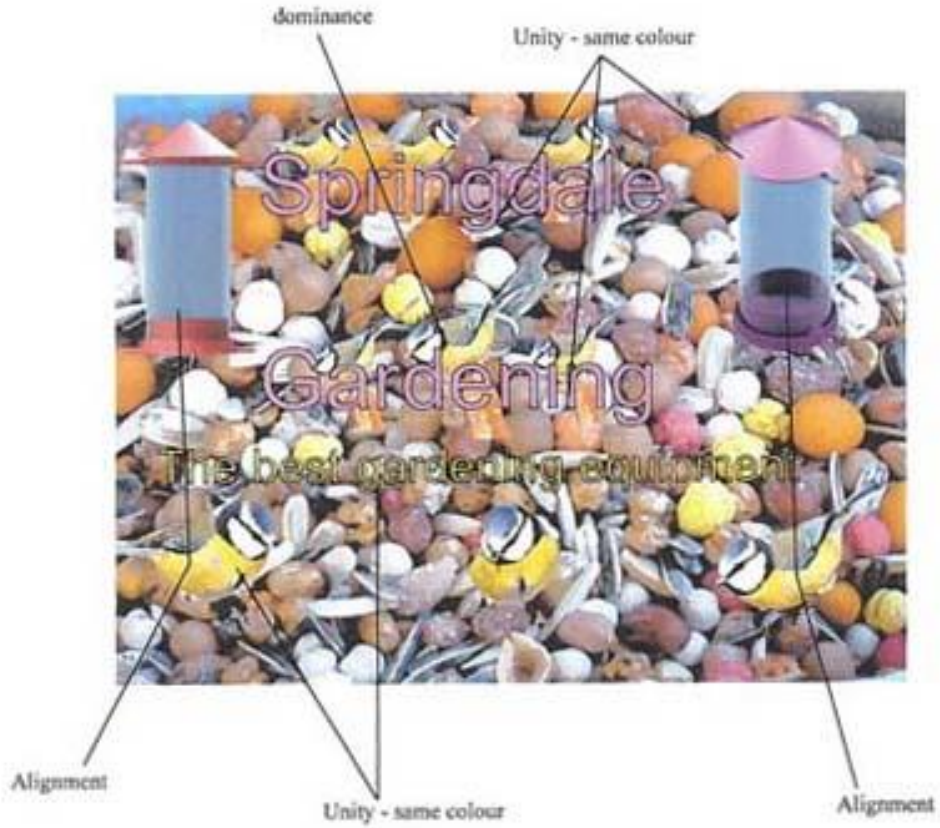
Candidate 3 evidence

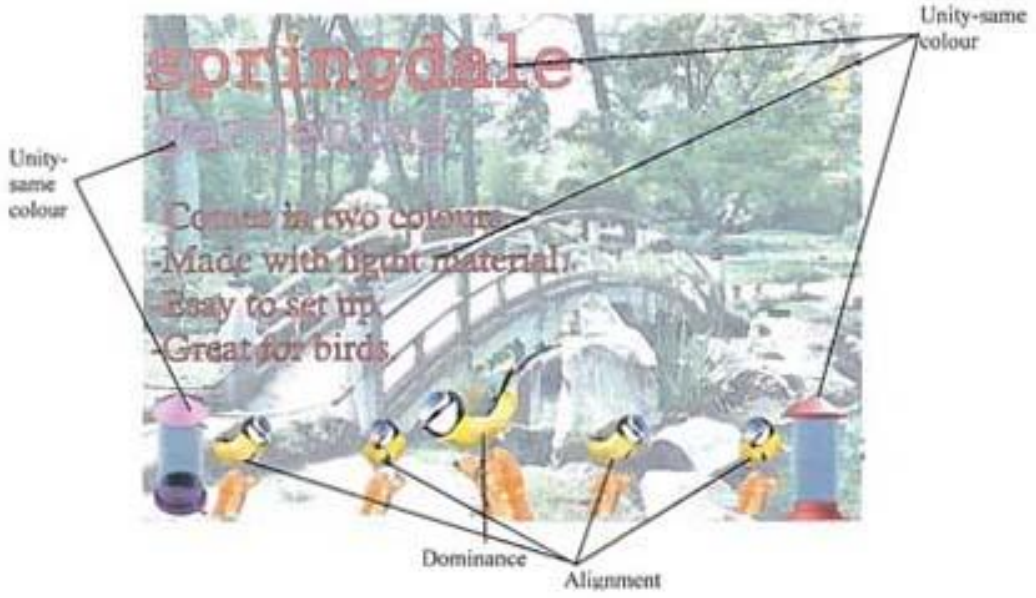


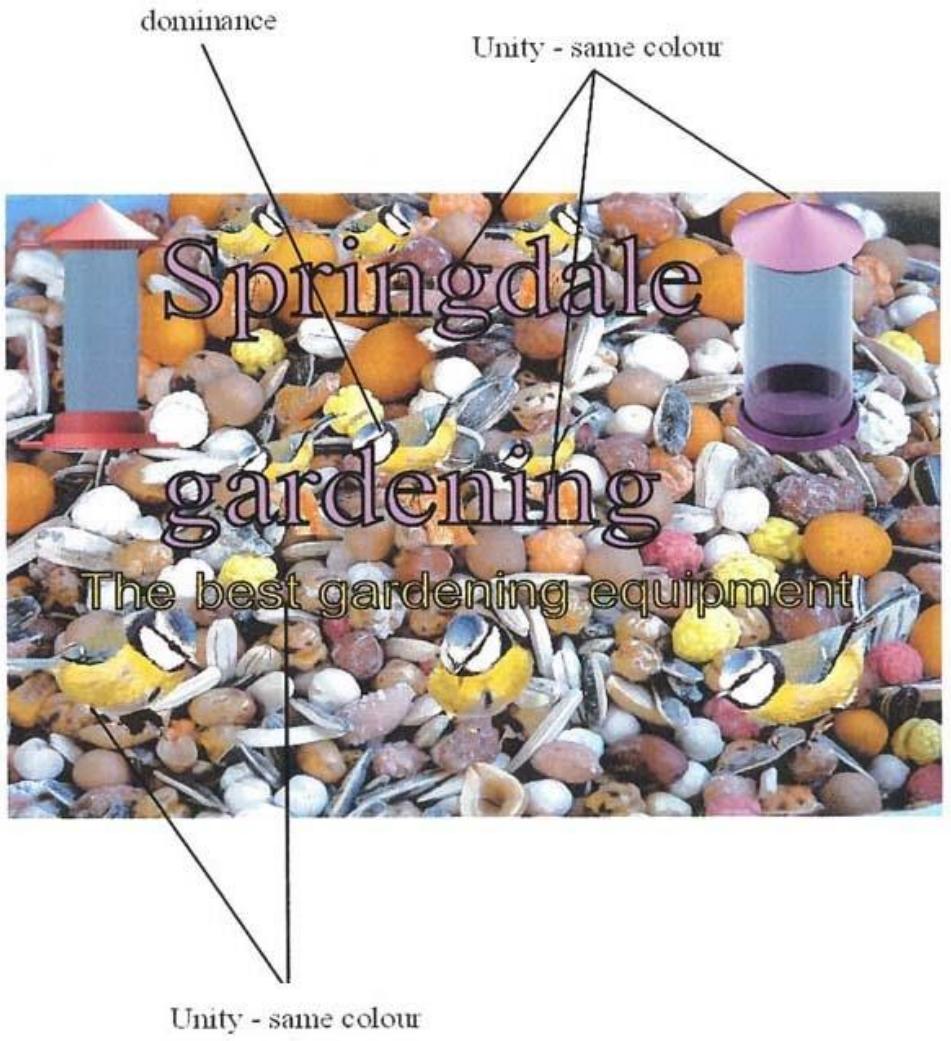

Ø110
PLAN
140
6
15
ELEVATION
10
100
END ELEVATION
Ø110
Ø88
Ø90
PLAN
R5
10
ELEVATION
5
Ø90
END ELEVATION
Title Bird feeder
Date
Scale 1:2
Drawing number

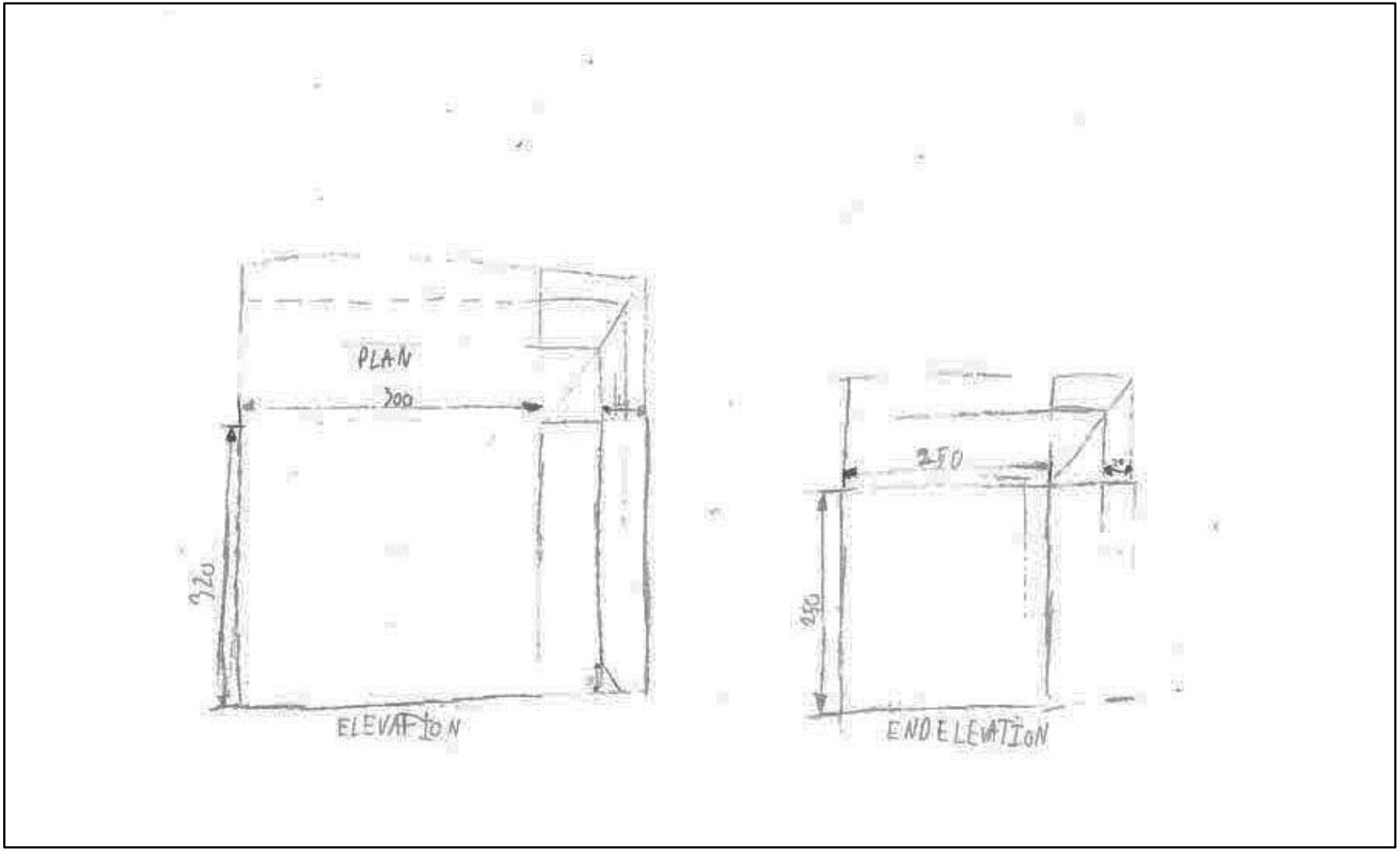

140
PLAN
Ø5
ELEVATION
5
END ELEVATION
Title BIRD FEEDER
Date
Scale 1:1
Drawing number

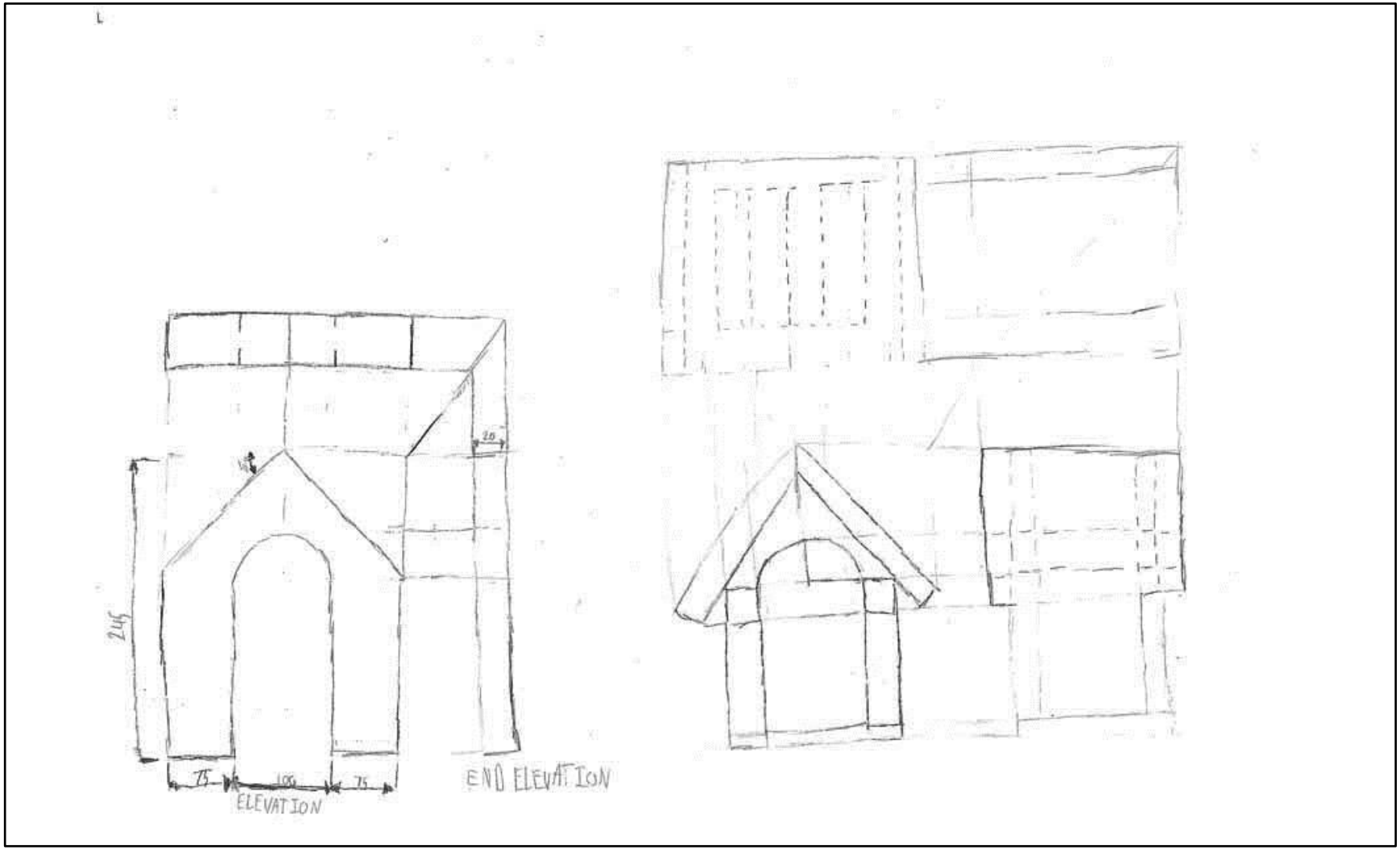
Preliminary layouts

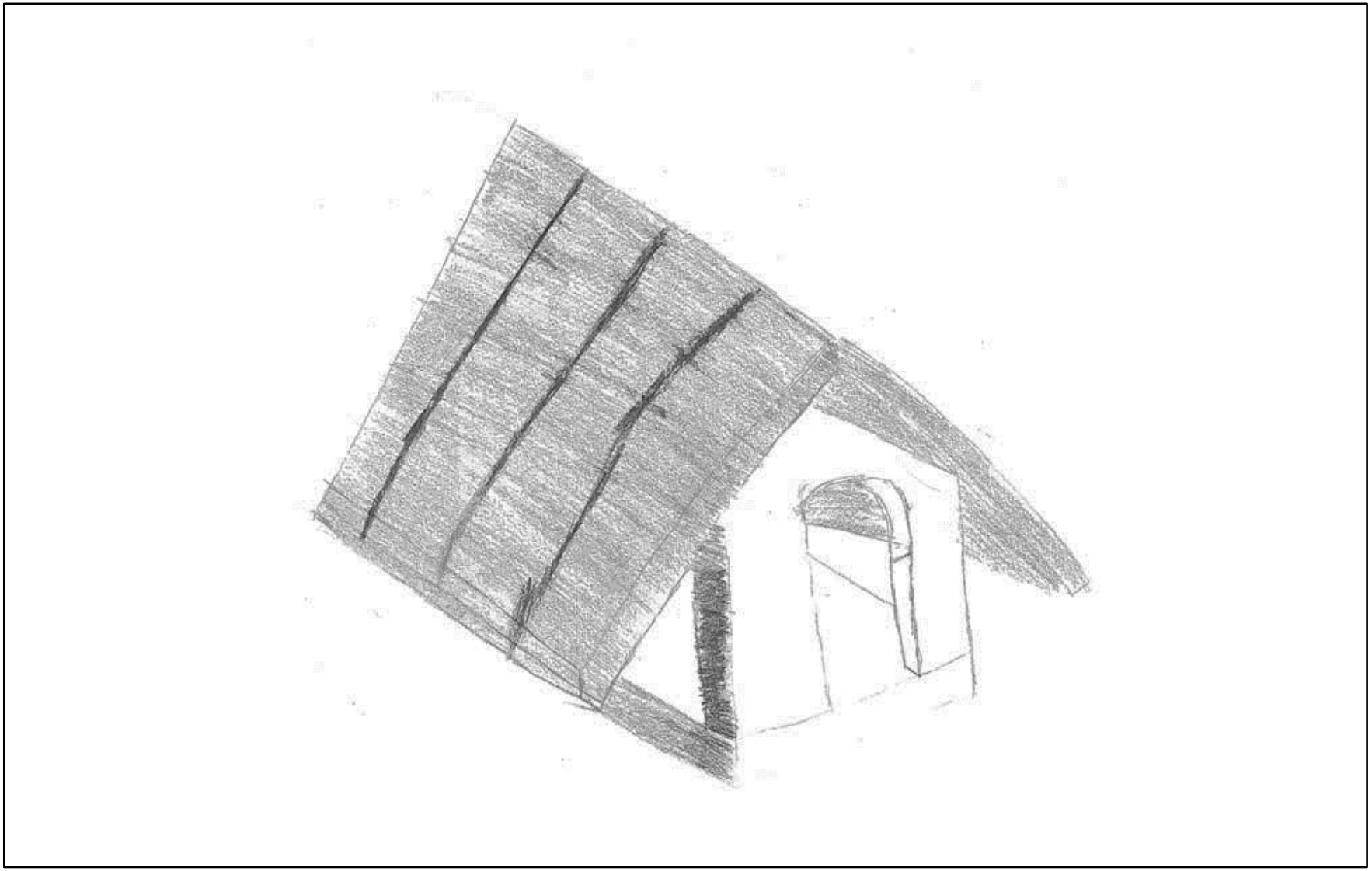




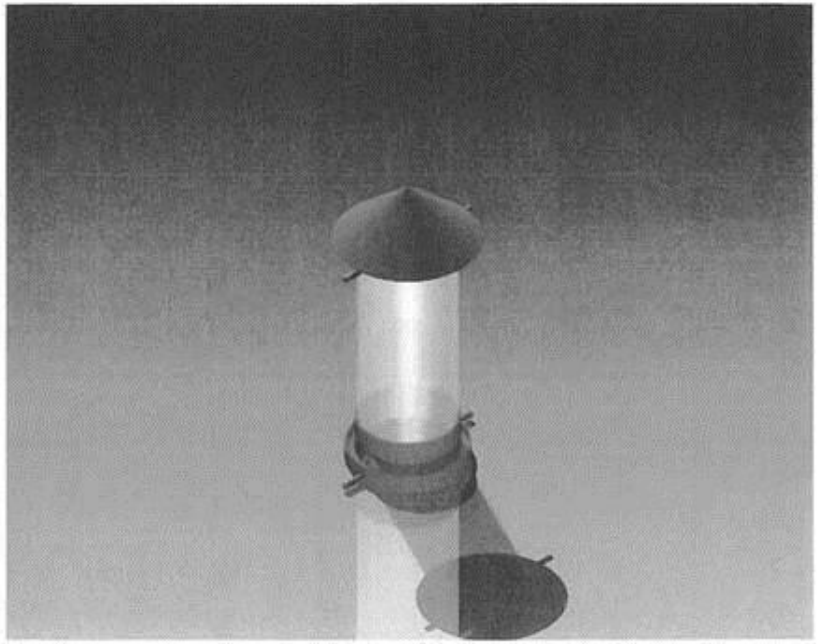

dominance
Unity - same colour
Springdale
gardening
The best gardening equipment
Unity - same colour


PLAN
200
320
ELEVATION
250
250
END ELEVATION

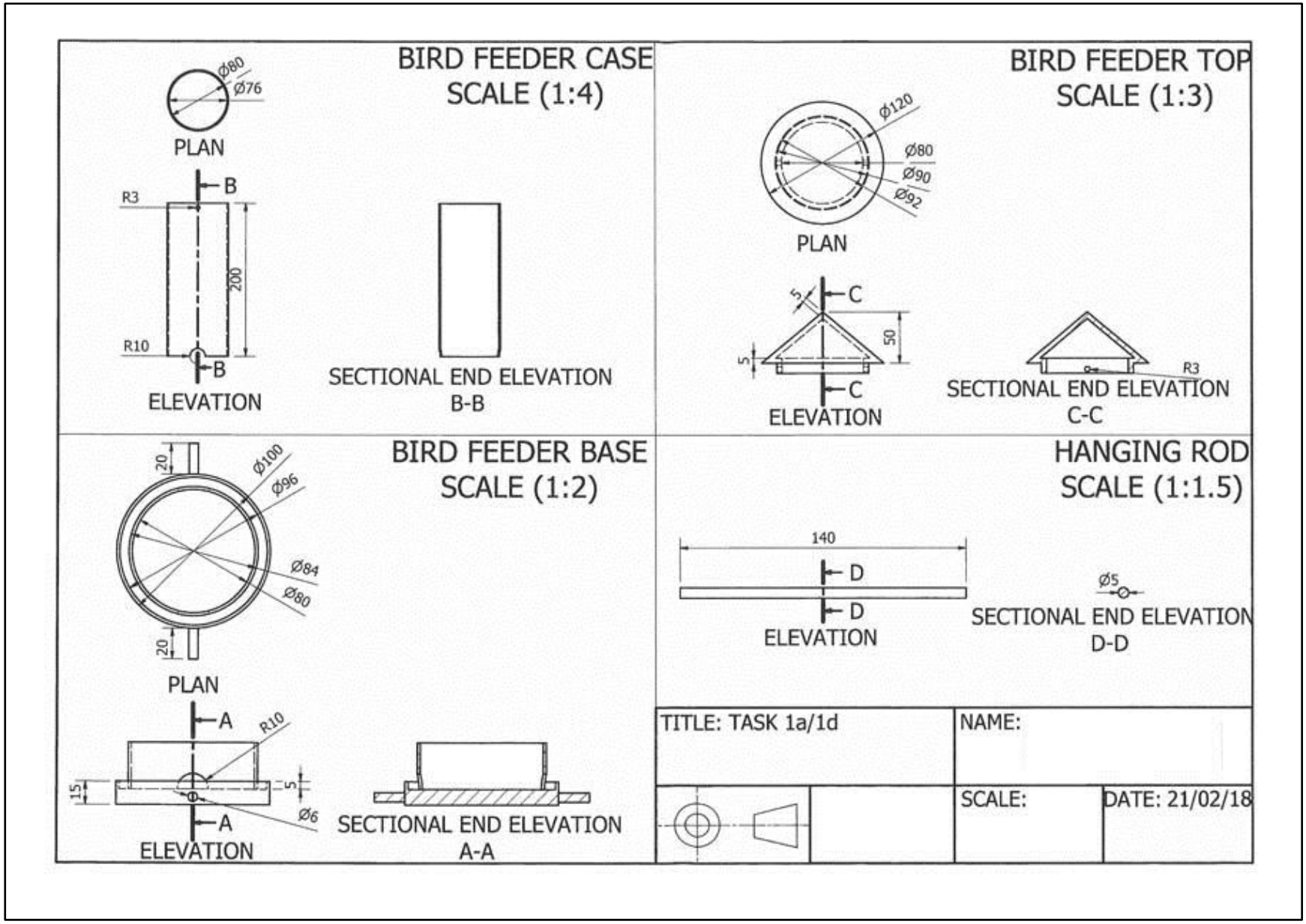

245
75
100
75
ELEVATION
END ELEVATION

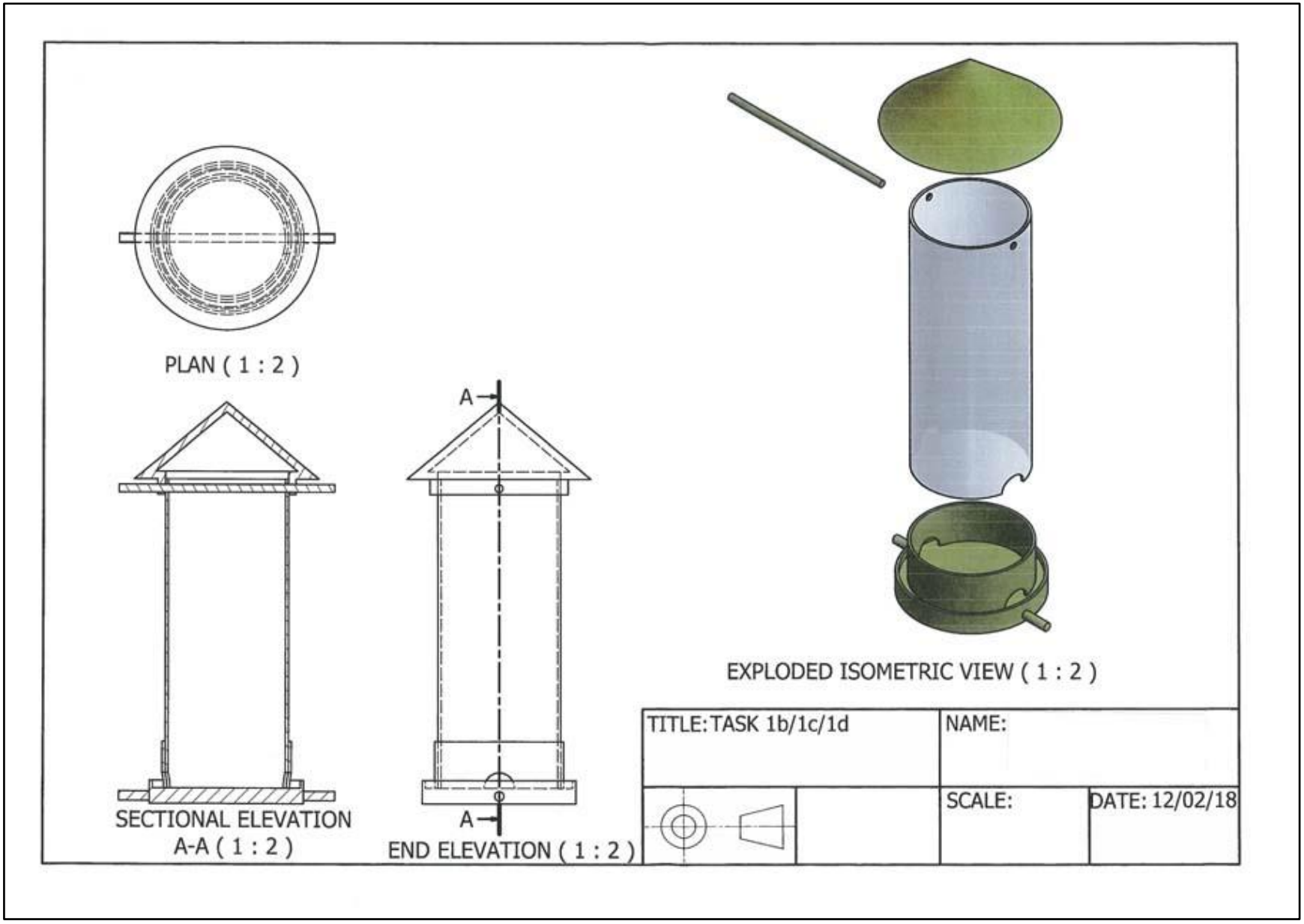


Candidate 4 evidence

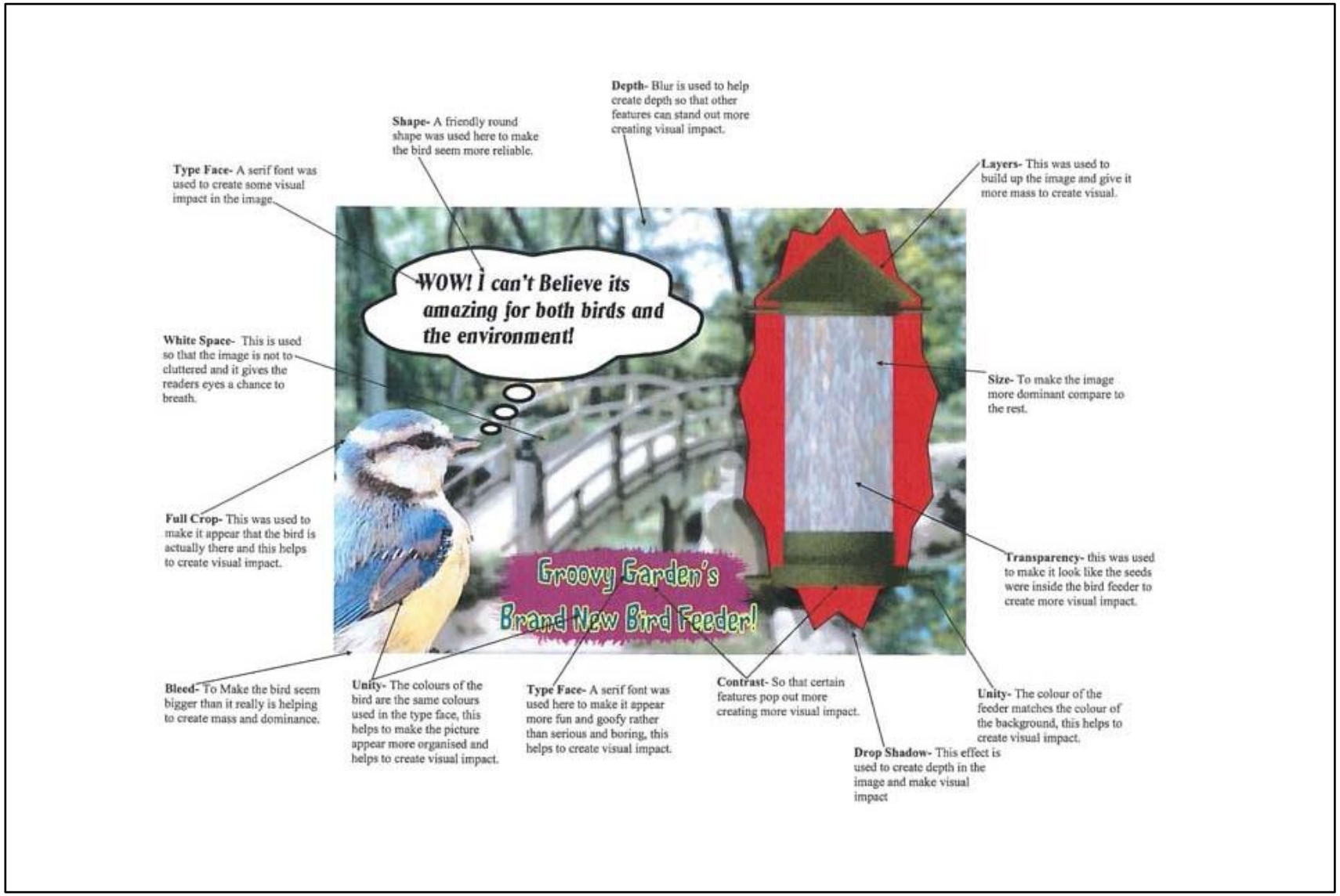


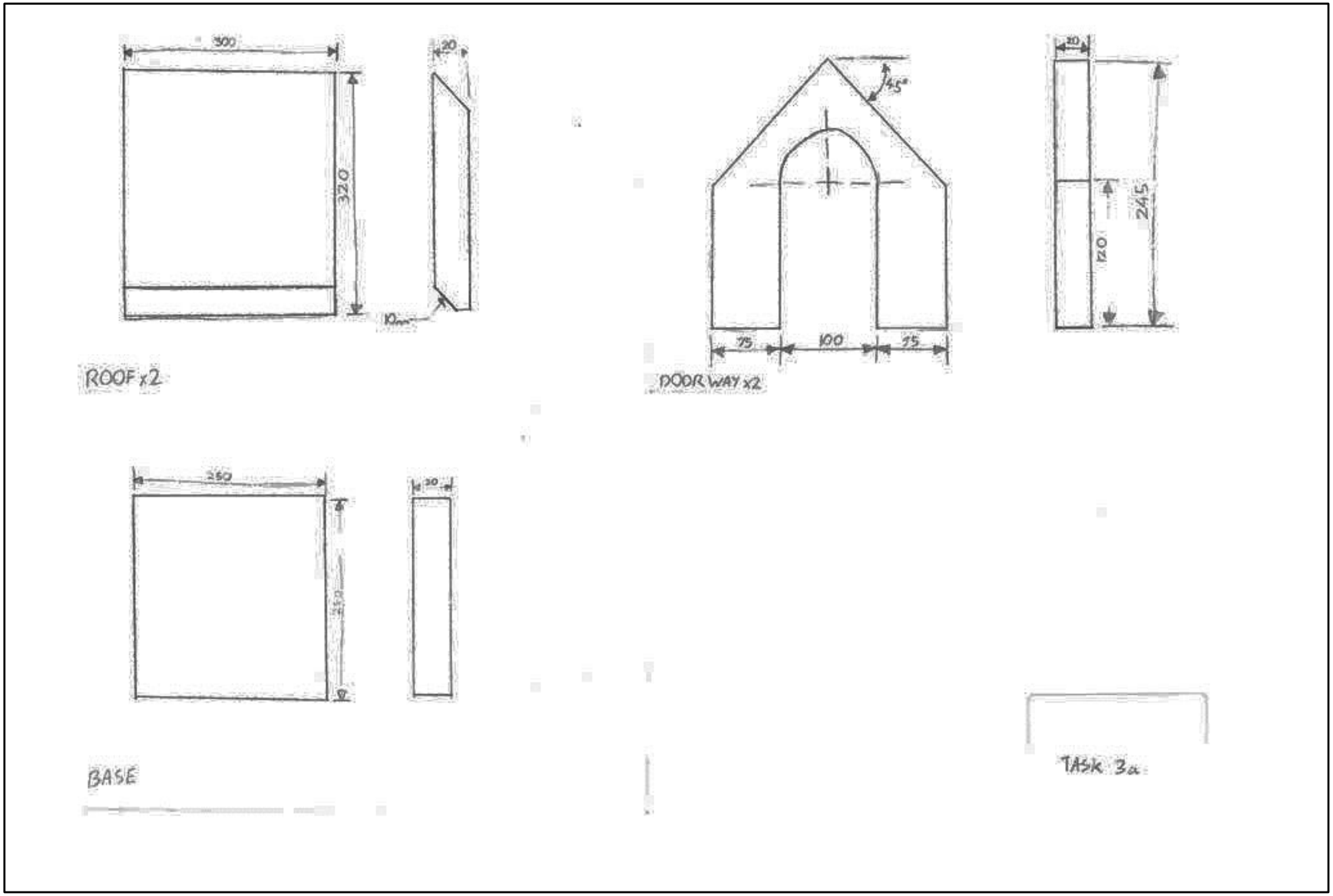
TASK 2a

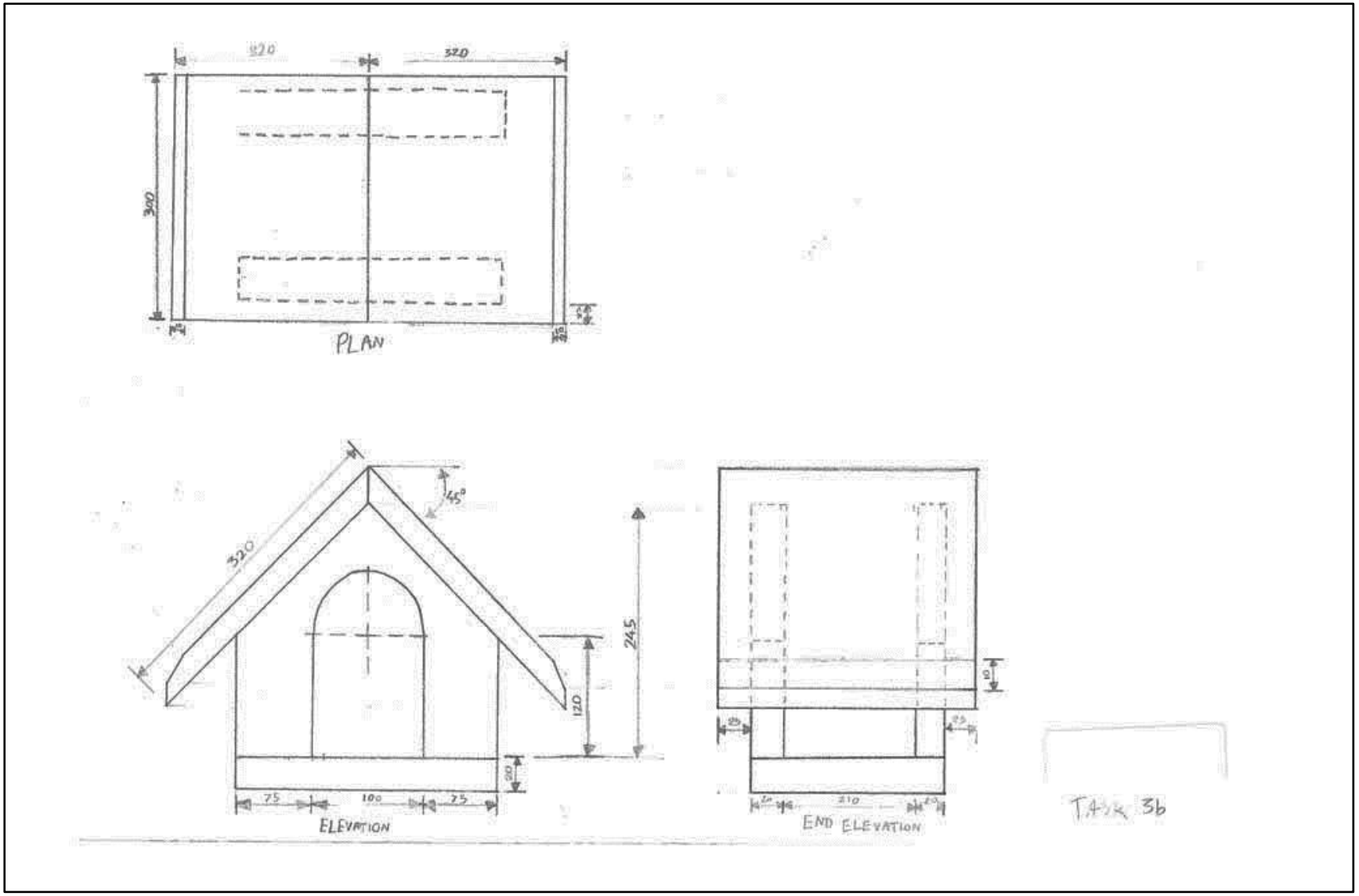

BIRD FEEDER CASE
SCALE (1:4)
Ø80
Ø76
PLAN
R3
B
200
R10
B
ELEVATION
SECTIONAL END ELEVATION
B-B
BIRD FEEDER TOP
SCALE (1:3)
Ø120
Ø80
Ø90
Ø92
PLAN
5
C
50
5
C
ELEVATION
R3
SECTIONAL END ELEVATION
C-C
BIRD FEEDER BASE
SCALE (1:2)
20
Ø100
Ø96
Ø84
Ø80
20
PLAN
A
R10
15
5
Ø6
A
ELEVATION
SECTIONAL END ELEVATION
A-A
HANGING ROD
SCALE (1:1.5)
140
D
D
ELEVATION
Ø5
SECTIONAL END ELEVATION
D-D
TITLE: TASK 1a/1d
NAME:
SCALE:
DATE: 21/02/18

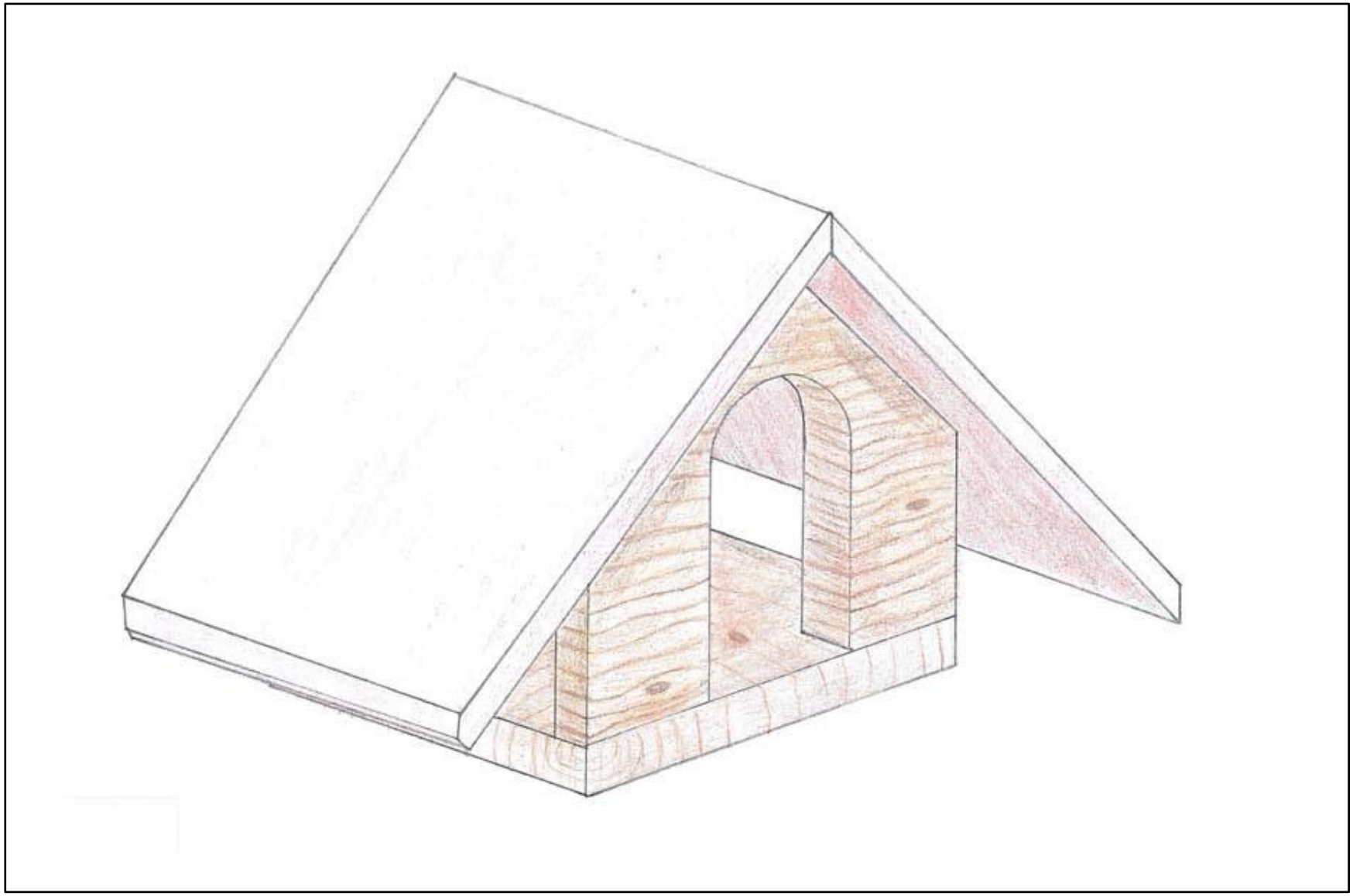

PLAN (1 : 2)
A
A
SECTIONAL ELEVATION
A-A (1 : 2)
END ELEVATION (1 : 2)
EXPLODED ISOMETRIC VIEW (1 : 2)
TITLE: TASK 1b/1c/1d
NAME:
SCALE:
DATE: 12/02/18

TASK 26
THANK GOD IT'S ENVIRONMENTALY FRIENDLY!
DOMINANCE
IF YOU CARE ABOUT BIRDS
SEEDS AS BACKGROUND
YOU'LL USE THIS!
DOMANANCE

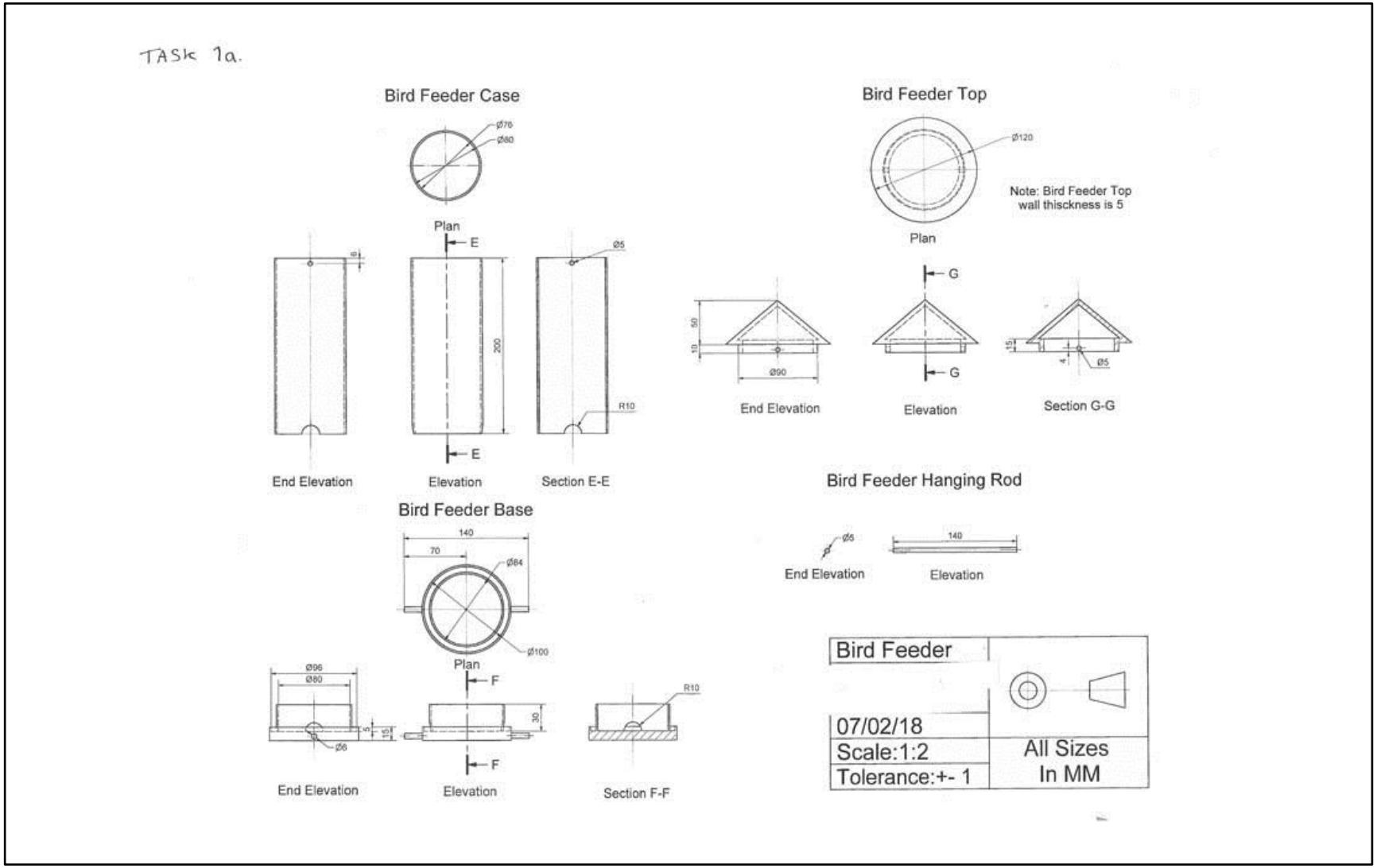

Depth- Blur is used to help create depth so that other features can stand out more creating visual impact.
Shape- A friendly round shape was used here to make the bird seem more reliable.
Type Face- A serif font was used to create some visual impact in the image.
Layers- This was used to build up the image and give it more mass to create visual.
WOW! I can't Believe its amazing for both birds and the environment!
White Space- This is used so that the image is not to cluttered and it gives the readers eyes a chance to breath.
Size- To make the image more dominant compare to the rest.
Full Crop- This was used to make it appear that the bird is actually there and this helps to create visual impact.
Transparency- this was used to make it look like the seeds were inside the bird feeder to create more visual impact.
Groovy Garden's Brand New Bird Feeder!
Bleed- To Make the bird seem bigger than it really is helping to create mass and dominance.
Unity- The colours of the bird are the same colours used in the type face, this helps to make the picture appear more organised and helps to create visual impact.
Type Face- A serif font was used here to make it appear more fun and goofy rather than serious and boring, this helps to create visual impact.
Contrast- So that certain features pop out more creating more visual impact.
Unity- The colour of the feeder matches the colour of the background, this helps to create visual impact.
Drop Shadow- This effect is used to create depth in the image and make visual impact


300
320
20
10
ROOF x2
45°
75
100
75
DOORWAY x2
20
120
245
250
250
20
BASE
TASK 3a

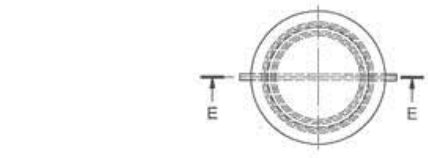

320
320
300
PLAN
320
45°
245
120
20
75
100
25
ELEVATION
10
15
25
210
END ELEVATION
TASK 3b



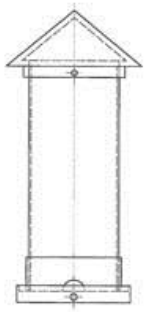
Candidate 5 evidence



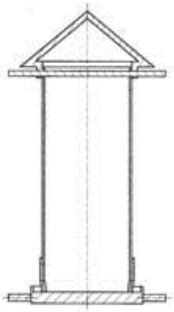
Task 1b, c



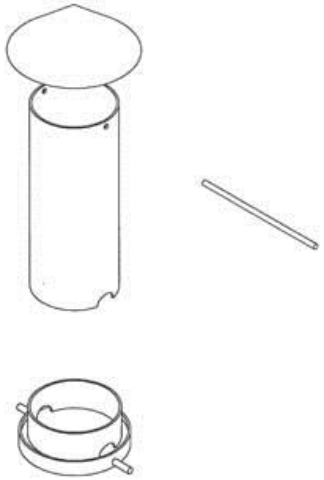
Plan



End Elevation



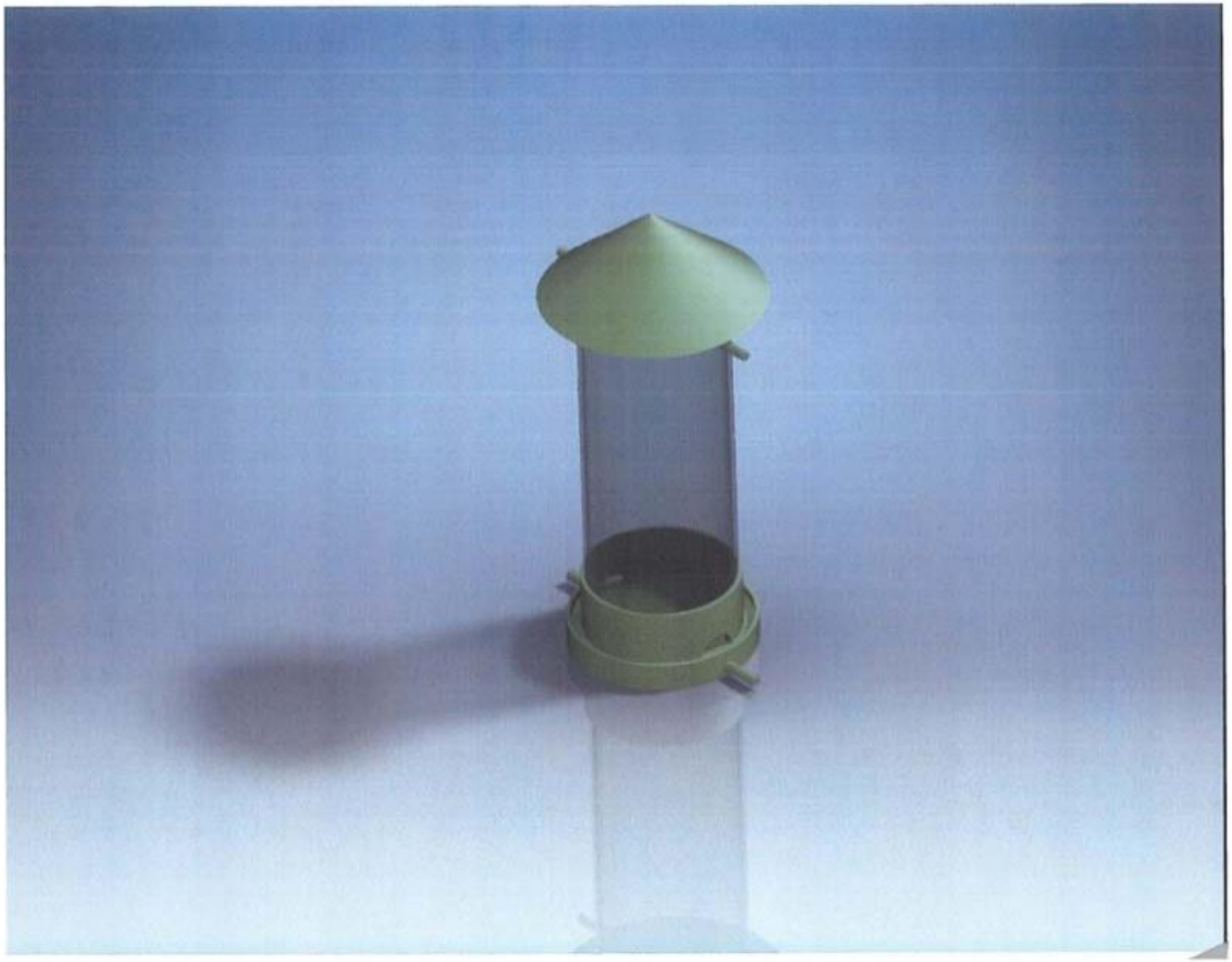
Section E-E



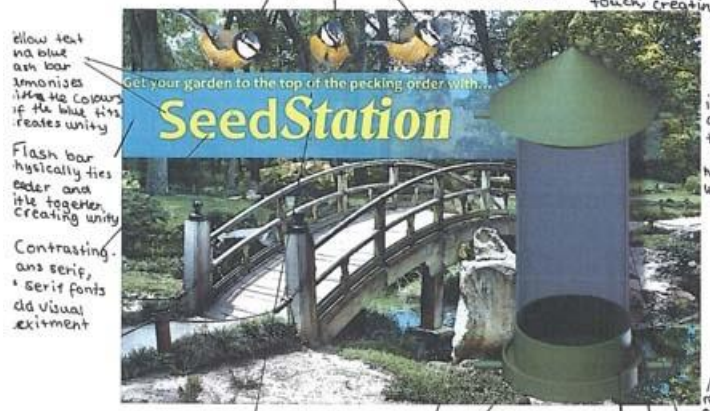
Exploded Isometric

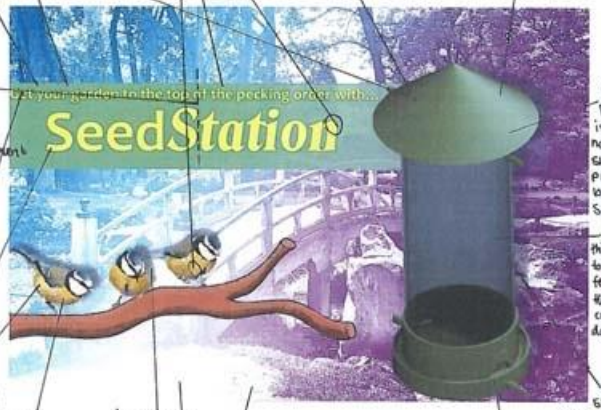
Bird Feeder Assembled	
19/02/18	
Scale:1:2	All Sizes In MM
Tolerance:+-1	

ASk
2a.



TASK 2B THUMBNAILS





Drop shadow on blue tits creates depth.

Flash bar ties together title and feeder as they physically touch, creating unity.

Repetition of green creates unity

Yellow and green - harmonising colours used to create harmony in the advert.

Feeder is placed vertically ~~where everything else is on the page (title, flash bar~~

Bird feeder is large on the page so is dominant

Yellow text and blue ash bar harmonises ~~like~~ the colours of the blue tits creates unity

Flash bar physically ties feeder and title together, creating unity

Contrasting ans serif, serif fonts add visual exitment

text is centre aligned to flash bar, alignment helps create unity

Bird Feeder is dominant to show the product being Sold.

rule of thirds used to place feeder-dr the eye, creating dominance

repetition of yellow creates unity

Birds angled towards feeder, drawing the eye and creating dominance.

drop shadow on bird creates depth

purple/blue - receeding colour in the background helps the green bird feeder stand out/look more dominant

Drop shadow has been added to create depth, so feeder stands out.

Title and extended text centre aligned

Repetition of Green has connotations of nature which ~~gives the audience a sense of~~ shows appeals to target market

Dominance created by adding a drop shadow

drop shadow also creates depth.

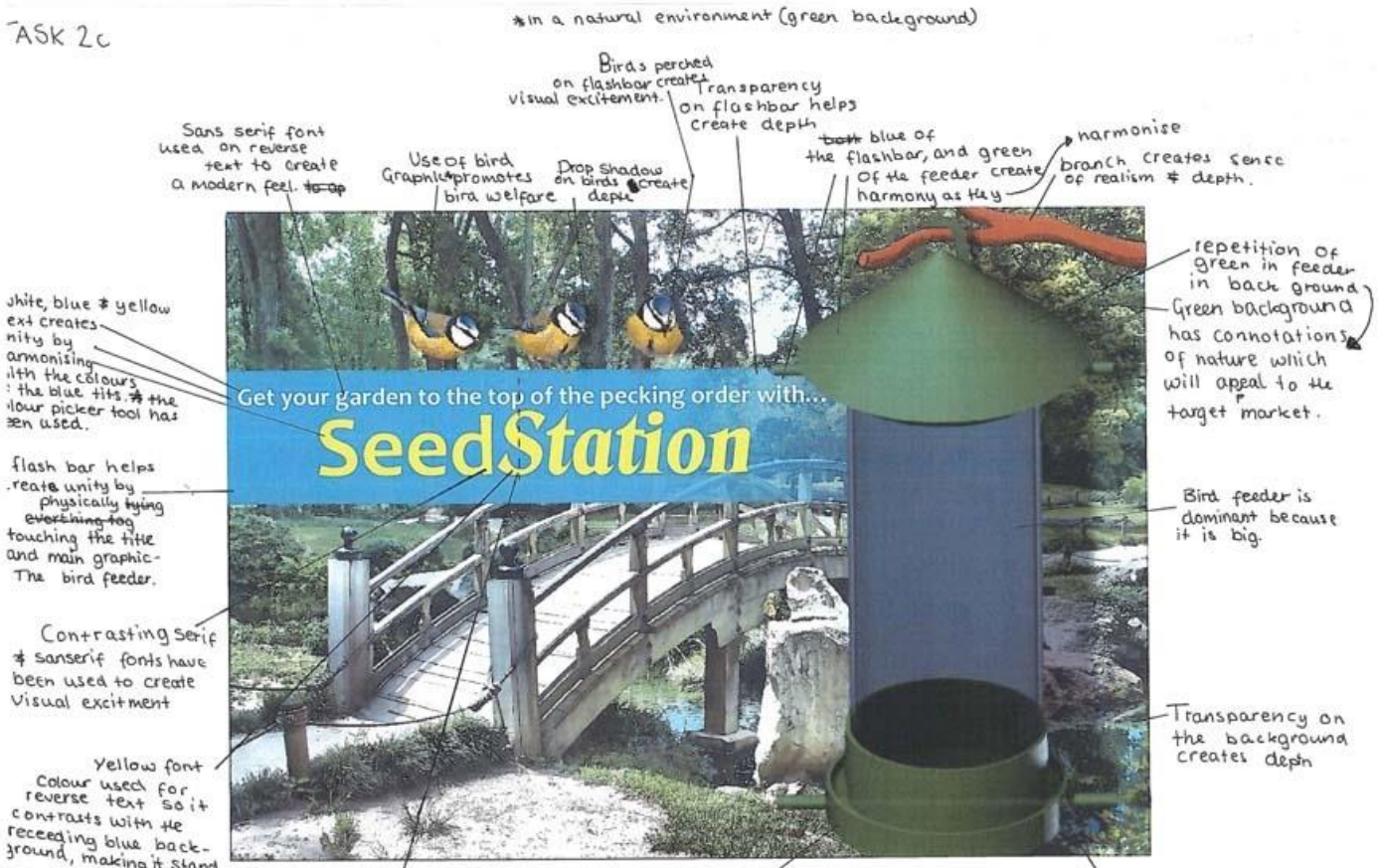
Feeder is also dominant in this advert because it is the product being Sold, so needs to be highlighted.

receeding colours used in background, contrasts with the foreground making the foreground stand out

Feeder is placed vertically on the page, which contrasts with the other main features of the page (branch, flash bar, title, extended text) ~~because the~~ which are vertical, this contrast helps it stand out therefore being dominant.

TASK 2c

*In a natural environment (green background)



Birds perched on flashbar create visual excitement.

Transparency on flashbar helps create depth

Sans serif font used on reverse text to create a modern feel. ~~to op~~

Use of bird Graphic promotes bird welfare

Drop shadow on birds create depth

~~both~~ blue of the flashbar, and green of the feeder create harmony as they

harmonise

branch creates sense of realism * depth.

repetition of green in feeder in back ground

Green background has connotations of nature which will appeal to the target market.

Bird feeder is dominant because it is big.

Transparency on the background creates depth

Drop shadow used to create depth.

Image bleed- Creates realism

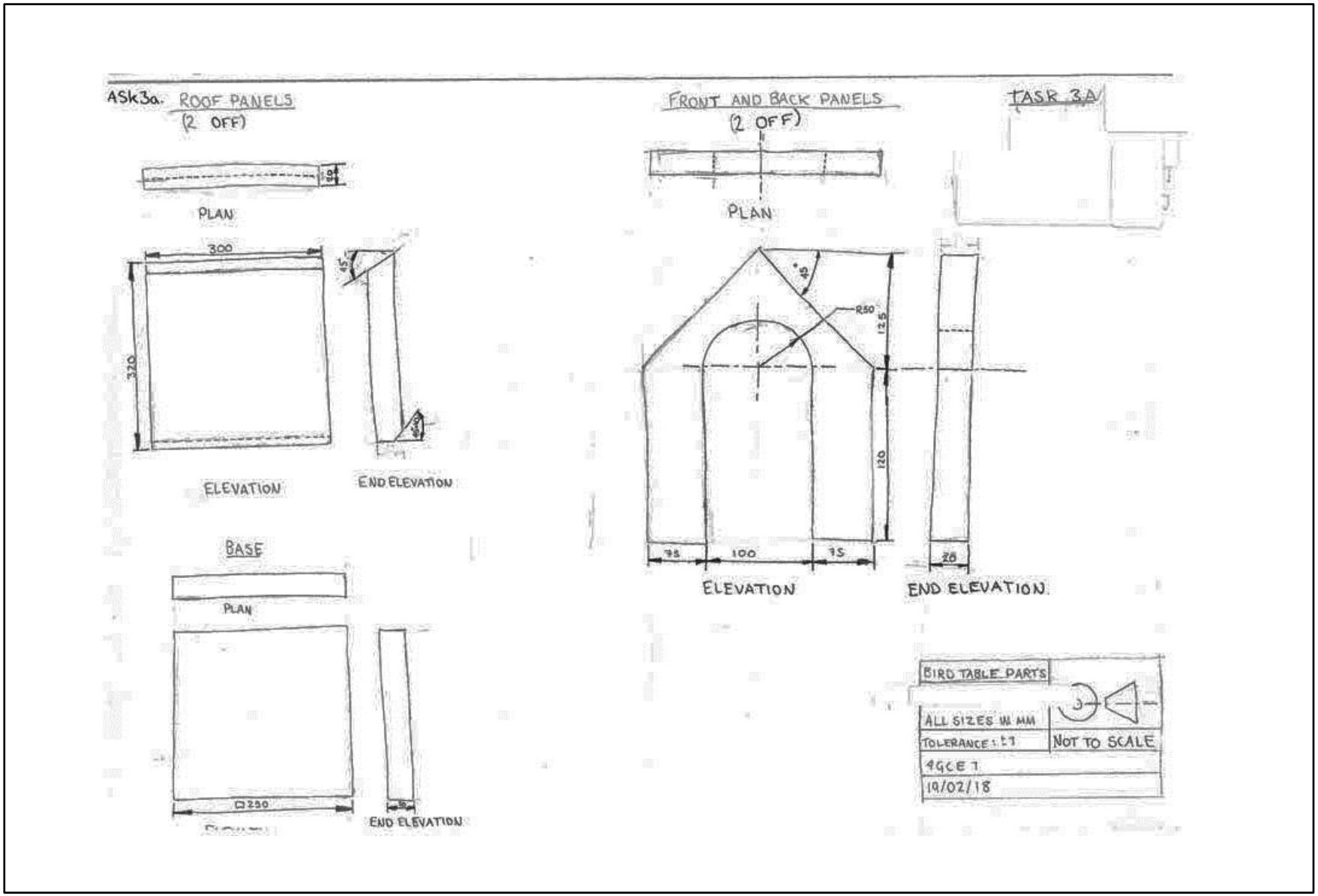
Centre aligned- extended text * Title (product name)

Yellow font Colour used for reverse text so it contrasts with the receeding blue background, making it stand out. Yellow is an advancing colour so stands out against the background

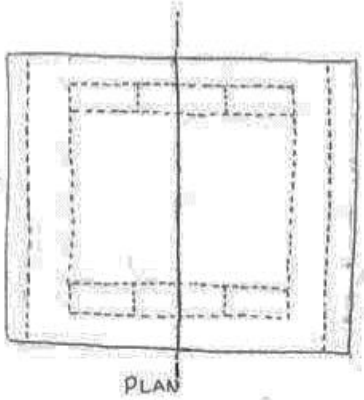
Contrasting serif * sanserif fonts have been used to create visual excitment

flash bar helps create unity by physically ~~tying everything together~~ touching the title and main graphic- The bird feeder.

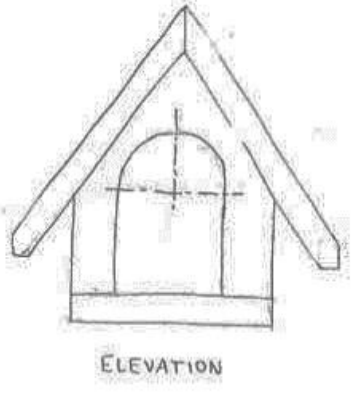
hite, blue * yellow ext creates nity by armonising ith the colours the blue tits * the lour picker tool has en used.

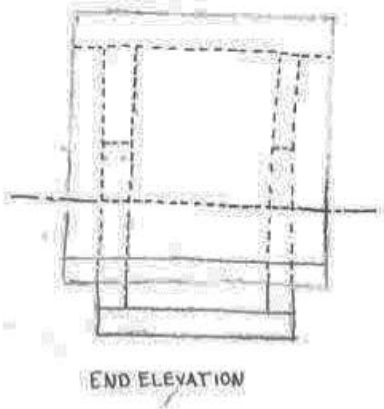

ASk3a. ROOF PANELS
(2 OFF)
PLAN
300
320
45°
ELEVATION
END ELEVATION
BASE
PLAN
□250
END ELEVATION
FRONT AND BACK PANELS
(2 OFF)
PLAN
45°
R50
125
120
75
100
75
ELEVATION
20
END ELEVATION
TASK 3A
BIRD TABLE PARTS
ALL SIZES IN MM
TOLERANCE: ±1
NOT TO SCALE
9GCE 1
19/02/18

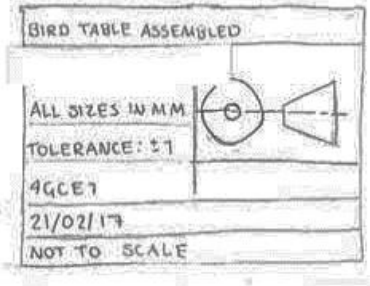
Task 3b.


PLAN

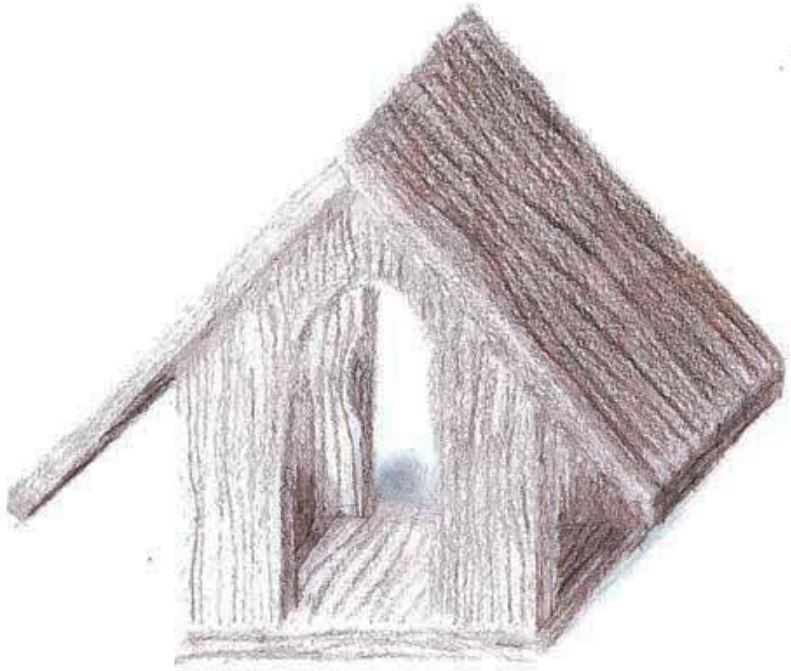
TASK 3B


ELEVATION


END ELEVATION

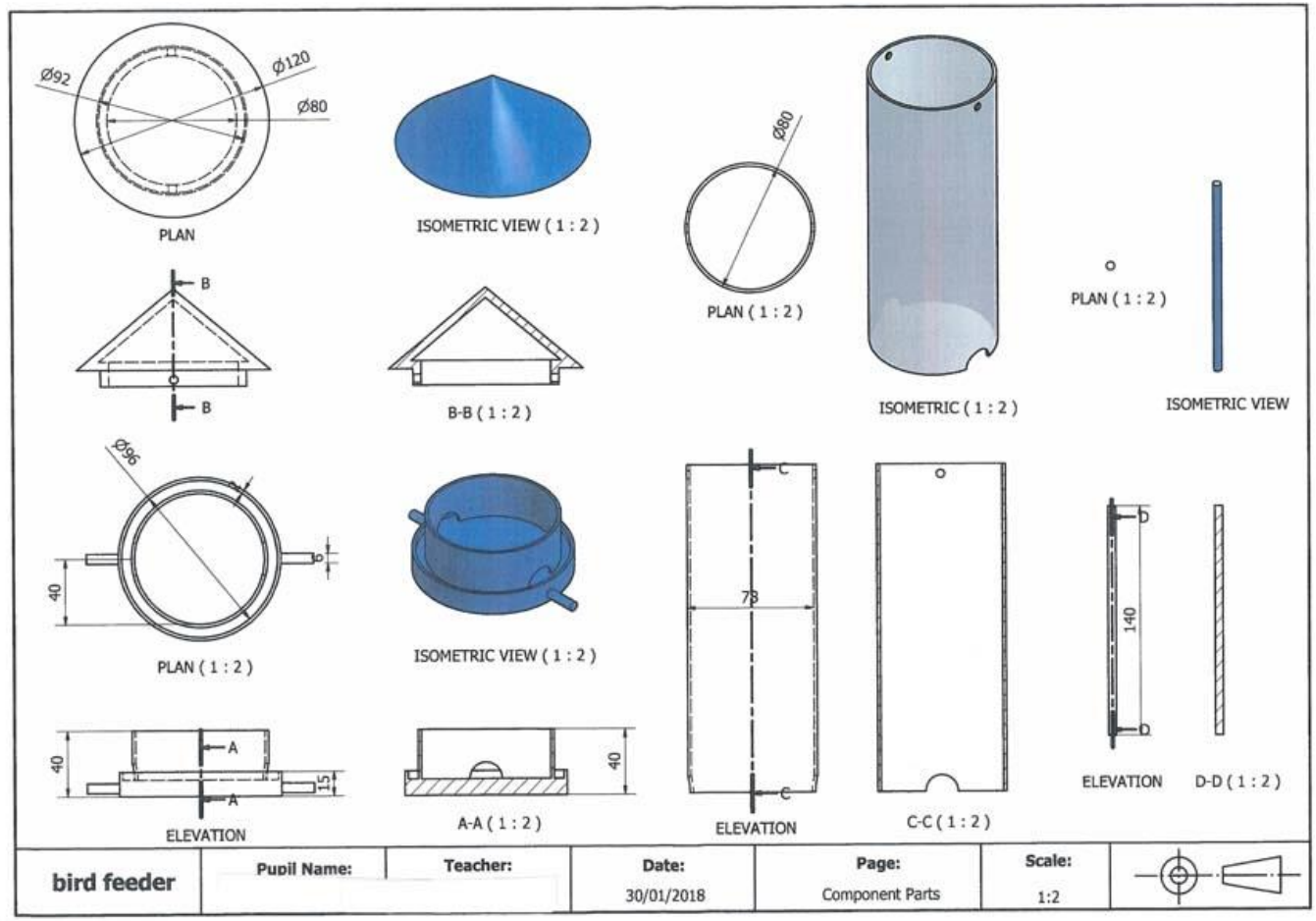

BIRD TABLE ASSEMBLED
ALL SIZES IN MM
TOLERANCE: ±1
4GCE1
21/02/17
NOT TO SCALE

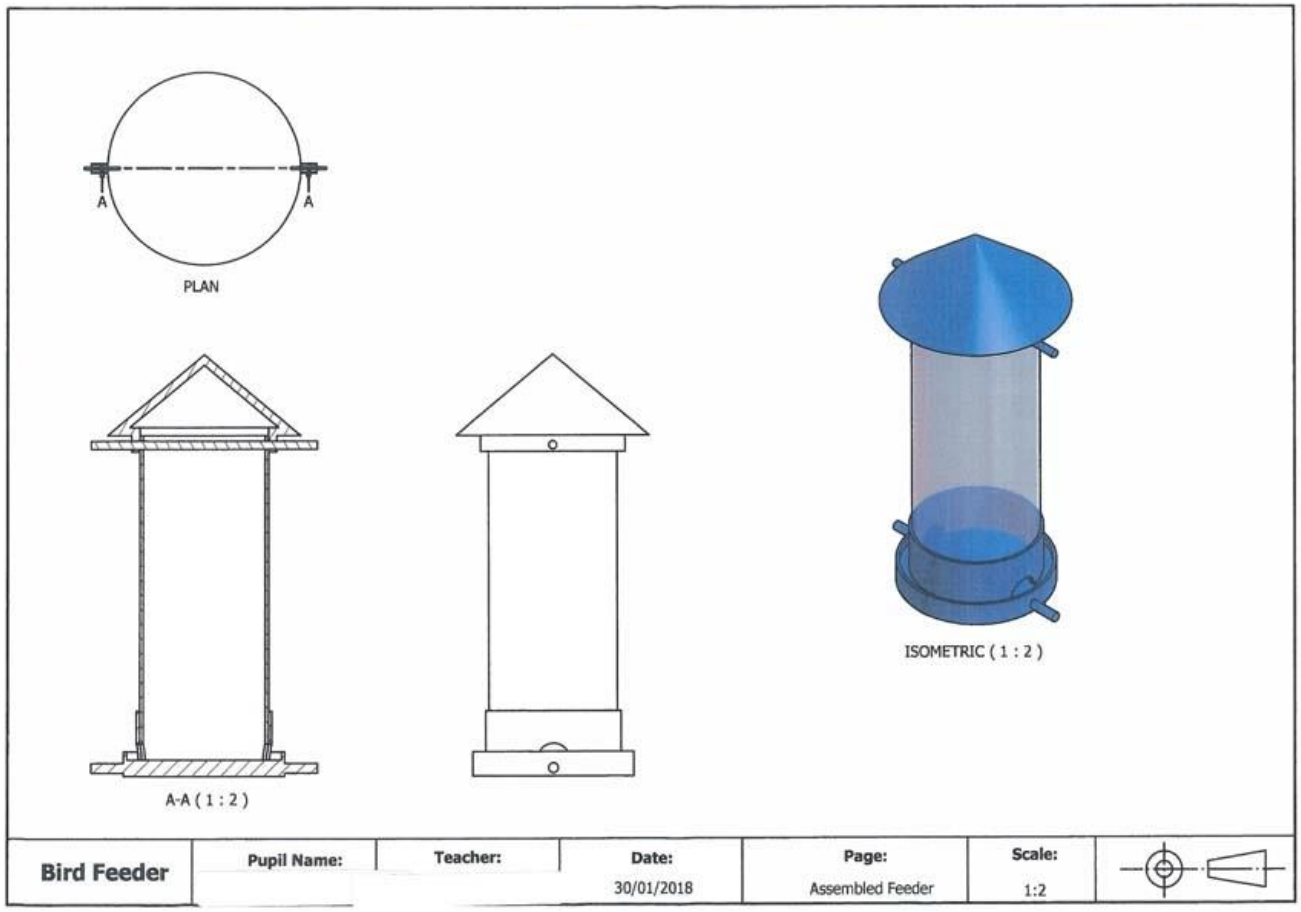
TASk 3c.

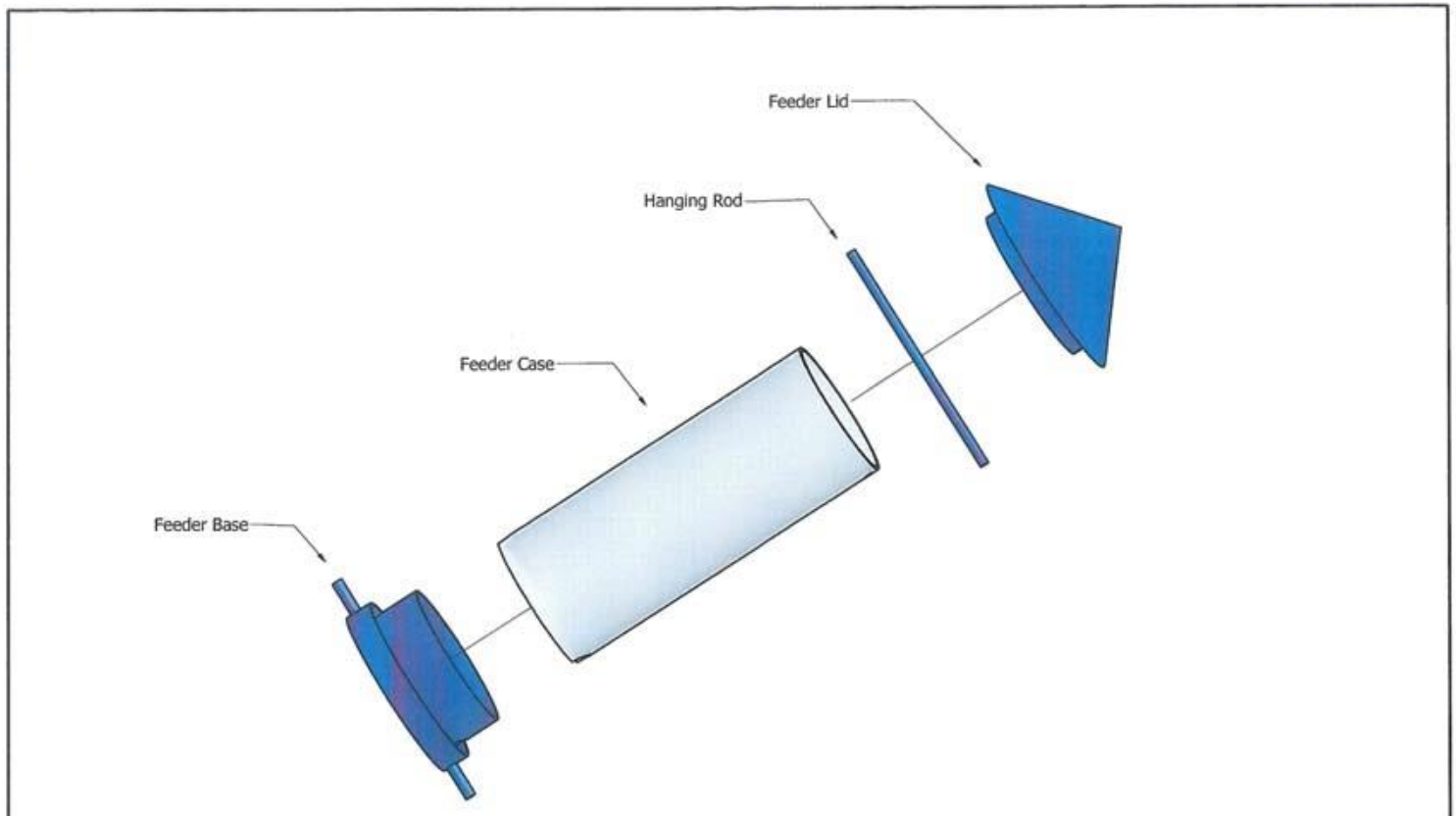


OBLIQUE PICTORIAL OF BIRD TABLE

Candidate 6 evidence

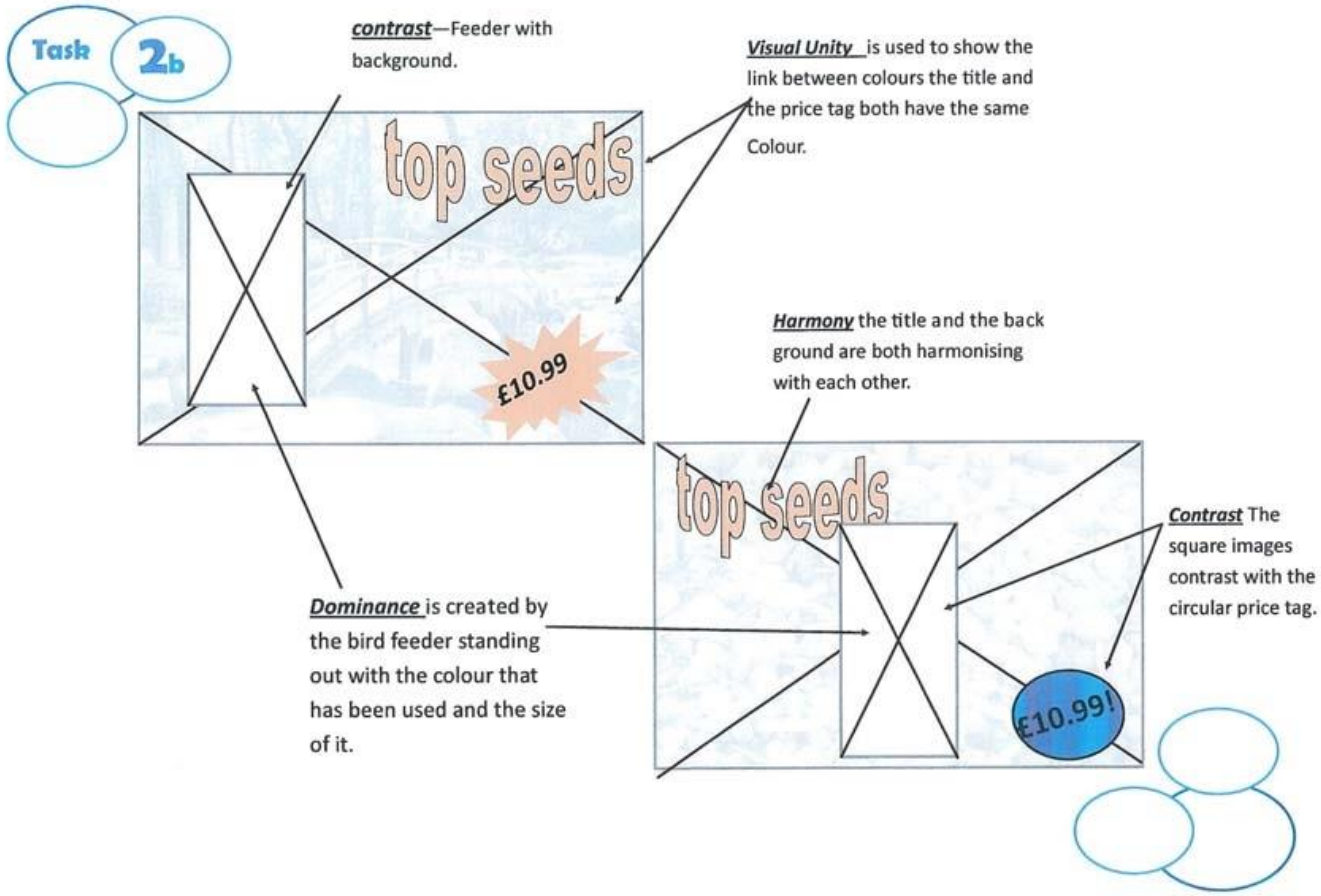



A
A
PLAN
A-A (1 : 2)
ISOMETRIC (1 : 2)
Bird Feeder
Pupil Name:
Teacher:
Date:
30/01/2018
Page:
Assembled Feeder
Scale:
1:2



Bird feeder	Pupil Name:	Teacher:	Date: 30/01/2018	Page: Feeder Exploded	Scale: 1:2	

Task 2A

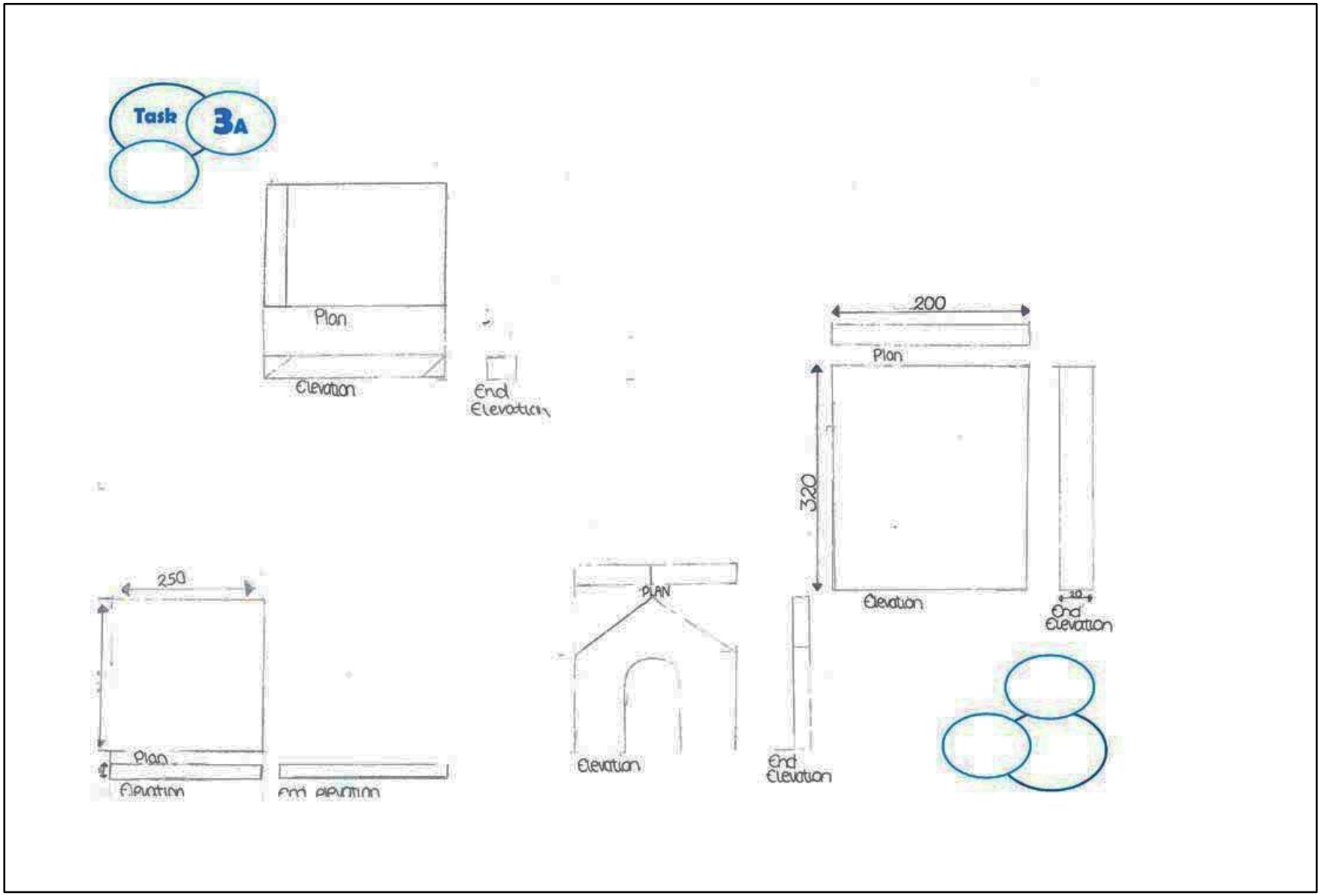

Task 2b
contrast—Feeder with background.
Visual Unity is used to show the link between colours the title and the price tag both have the same Colour.
top seeds
£10.99
Harmony the title and the back ground are both harmonising with each other.
top seeds
Contrast The square images contrast with the circular price tag.
Dominance is created by the bird feeder standing out with the colour that has been used and the size of it.
£10.99!

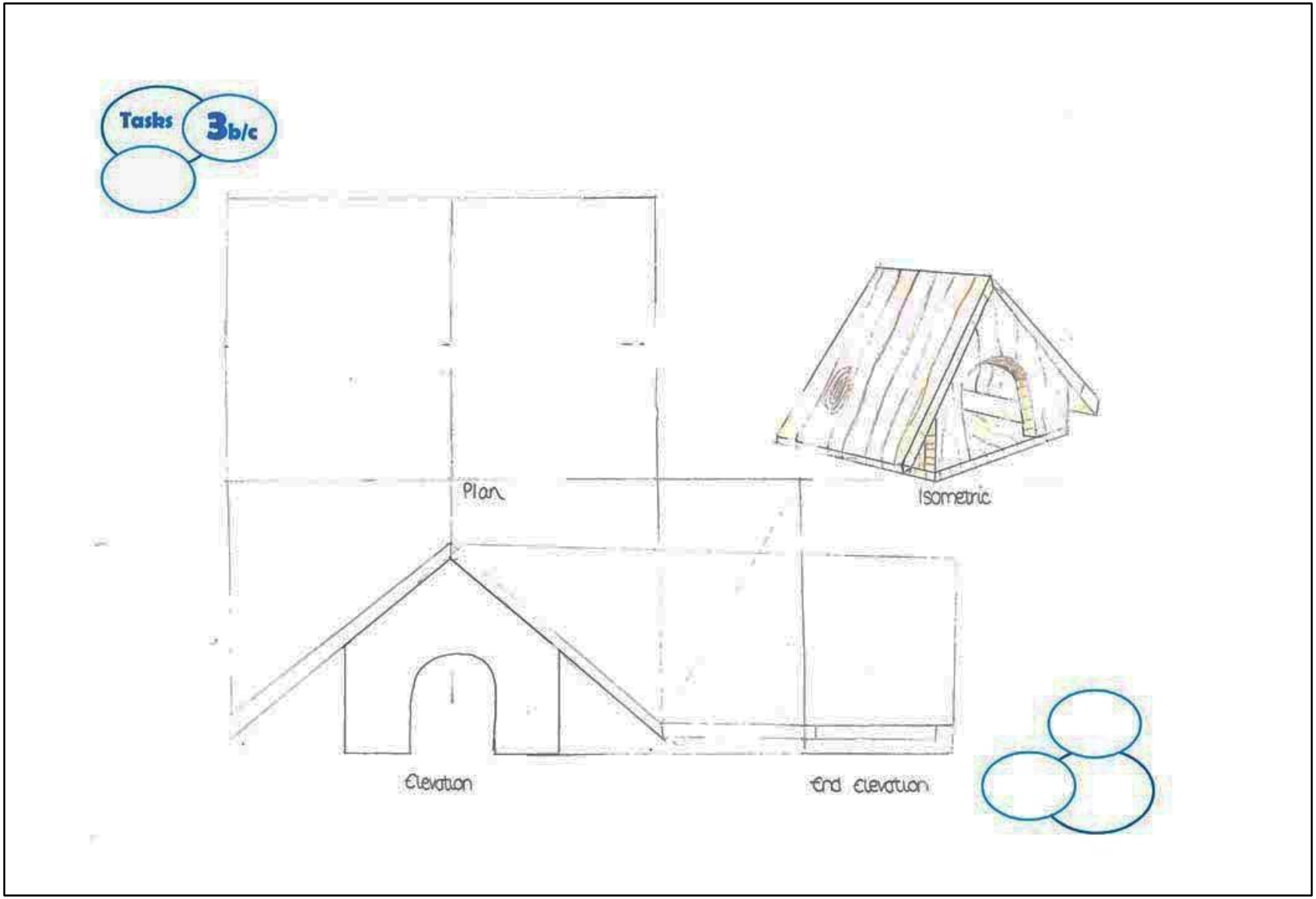
Task 2c

Depth - I have added a glow to the feeder and put a shape behind to make it stand out.

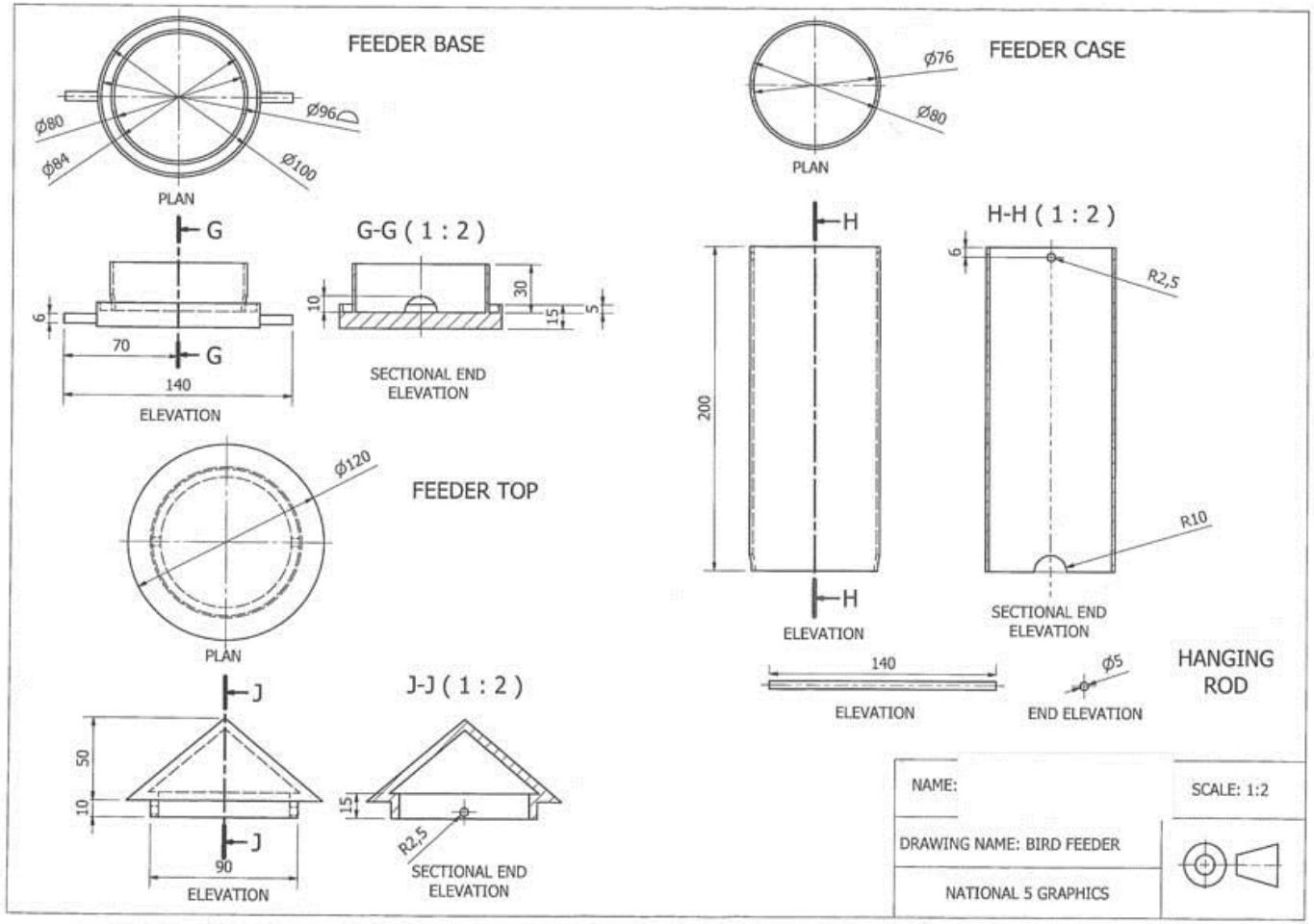
contrast - I have used orange and blue colours to create contrast.

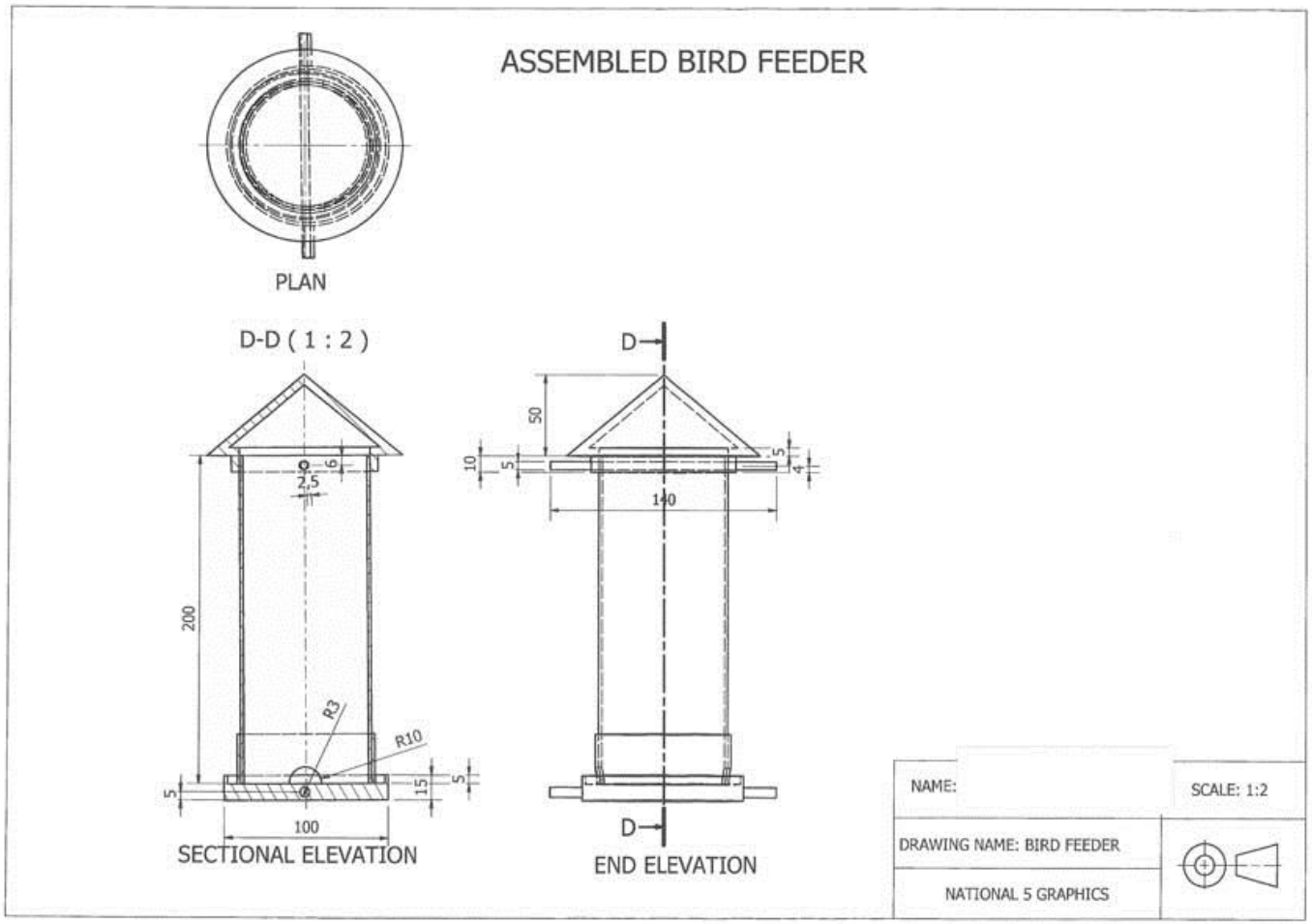
Dominance - The feeder dominates the page as it has the brightest colours and is the largest item on the page.

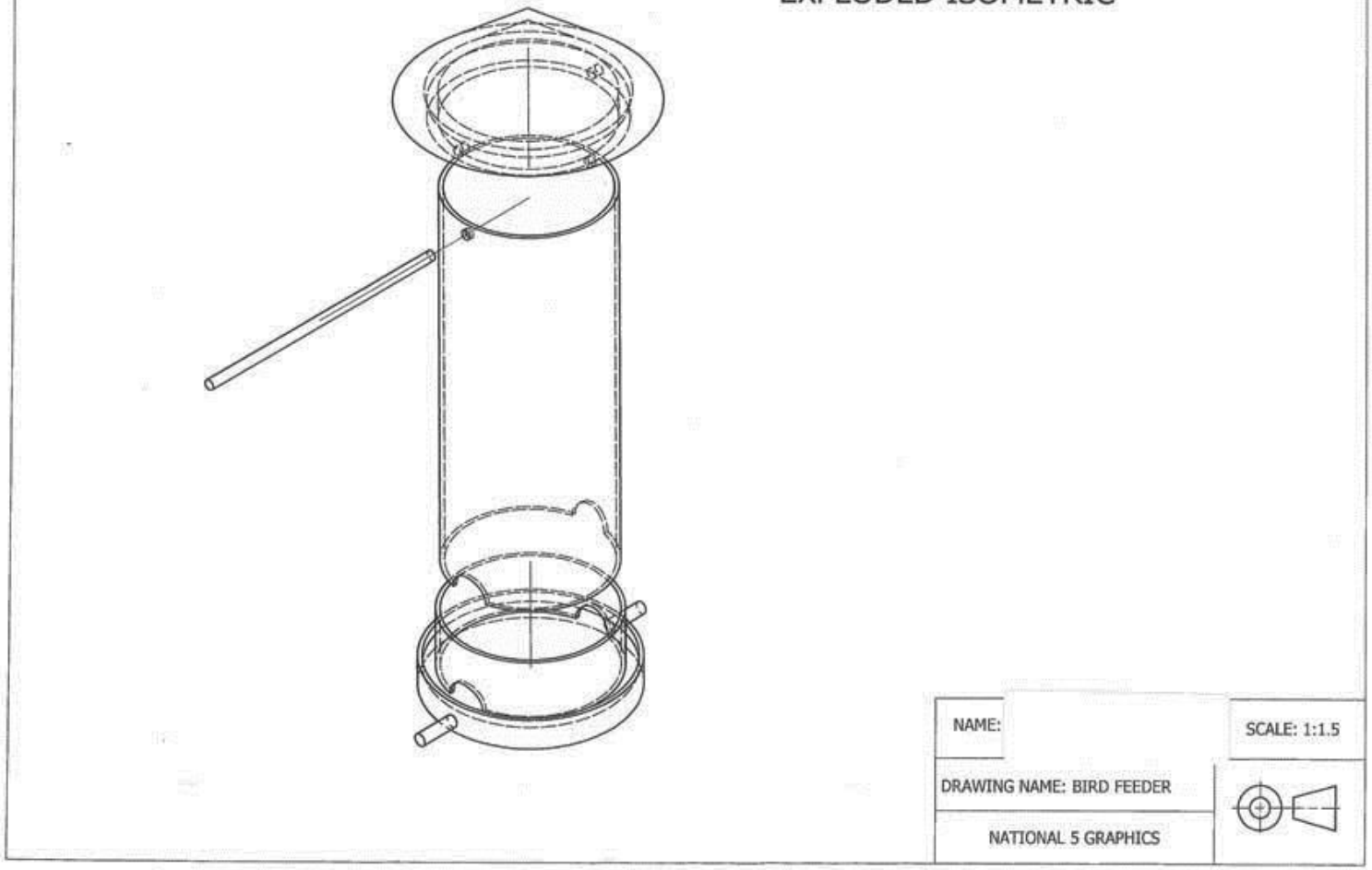

Task 3A
Plan
Elevation
End Elevation
200
Plan
320
Elevation
10
End Elevation
250
Plan
Elevation
PLAN
Elevation
End Elevation

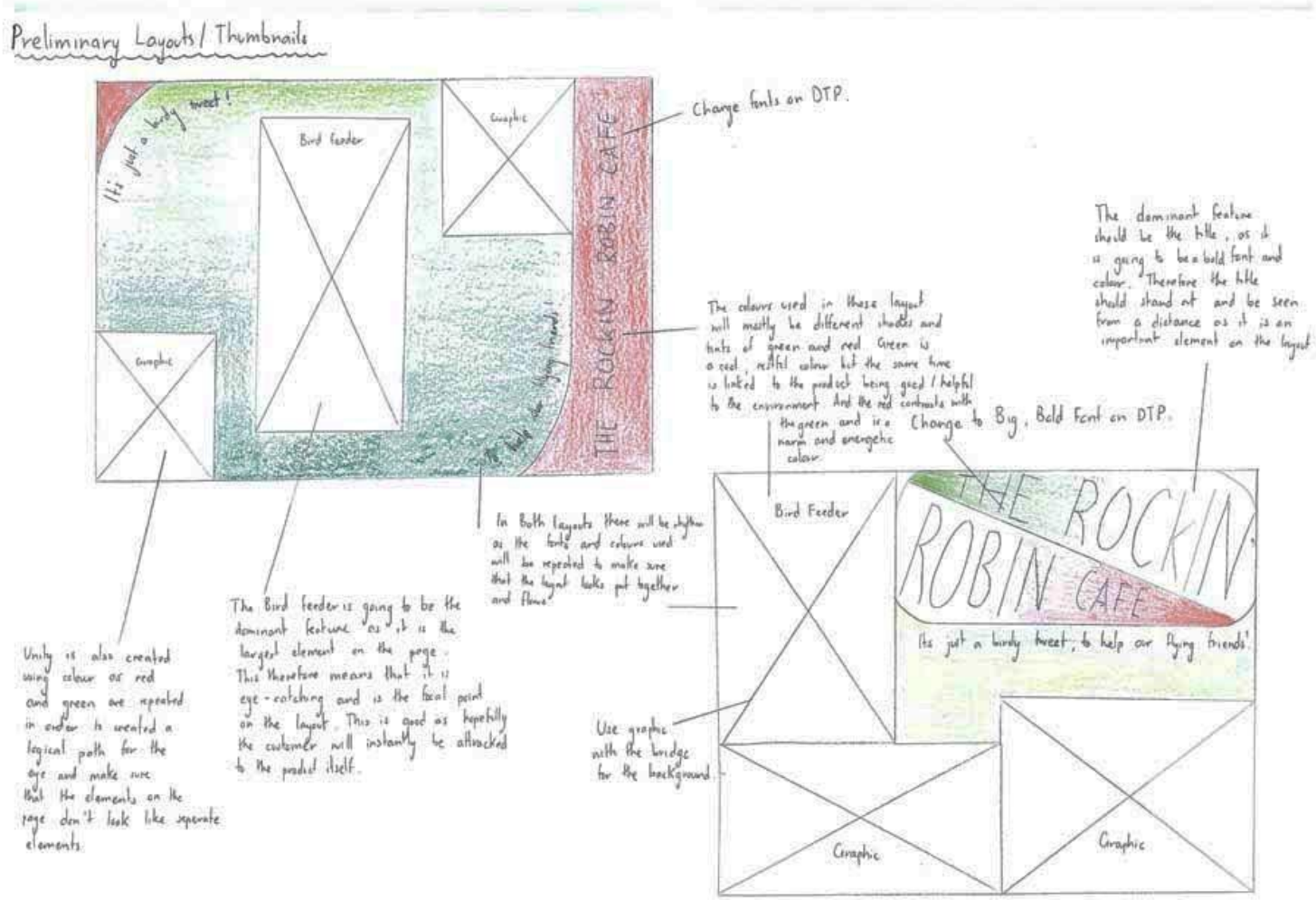

Tasks 3b/c
Plan
Isometric
Elevation
End elevation

Candidate 7 evidence




ASSEMBLED BIRD FEEDER
PLAN
D-D (1 : 2)
SECTIONAL ELEVATION
END ELEVATION
D
D
50
10
5
5
4
140
6
25
200
R3
R10
5
15
5
100
NAME:
SCALE: 1:2
DRAWING NAME: BIRD FEEDER
NATIONAL 5 GRAPHICS


EXPLODED ISOMETRIC
NAME:
SCALE: 1:1.5
DRAWING NAME: BIRD FEEDER
NATIONAL 5 GRAPHICS


Preliminary Layouts / Thumbnails
It's just a birdy tweet!
Bird Feeder
Graphic
Graphic
THE ROCKIN' ROBIN CAFE
Change fonts on DTP.
The colours used in these layout will mostly be different shades and tints of green and red. Green is a cool, restful colour but the same time is linked to the product being good / helpful to the environment. And the red contrasts with the green and is a warm and energetic colour.
The dominant feature should be the title, as it is going to be a bold font and colour. Therefore the title should stand out and be seen from a distance as it is an important element on the layout.
Change to Big, Bold Font on DTP.
In Both Layouts there will be rhythm as the fonts and colours used will be repeated to make sure that the layout looks put together and flows.
Unity is also created using colour as red and green are repeated in order to created a logical path for the eye and make sure that the elements on the page don't look like seperate elements.
The Bird feeder is going to be the dominant feature as it is the largest element on the page. This therefore means that it is eye-catching and is the focal point on the layout. This is good as hopefully the customer will instantly be attracted to the product itself.
Bird Feeder
THE ROCKIN' ROBIN CAFE
Its just a birdy tweet, to help our flying friends!
Use graphic with the bridge for the background.
Graphic
Graphic

FINAL ADVERT

Unity is once again created by the red colour which is repeated to create a logical path for the viewer

Contrast has been used in the size of the text as the text for the Product Name is much larger than the other extended text, which allows it to stand out

Furthermore red and green have been used as they are opposite colours on the colour wheel meaning that they contrast against each other

Symmetrical balance has been created. This allows the focal point to be displayed in the centre of the page which instantly grabs the viewers attention

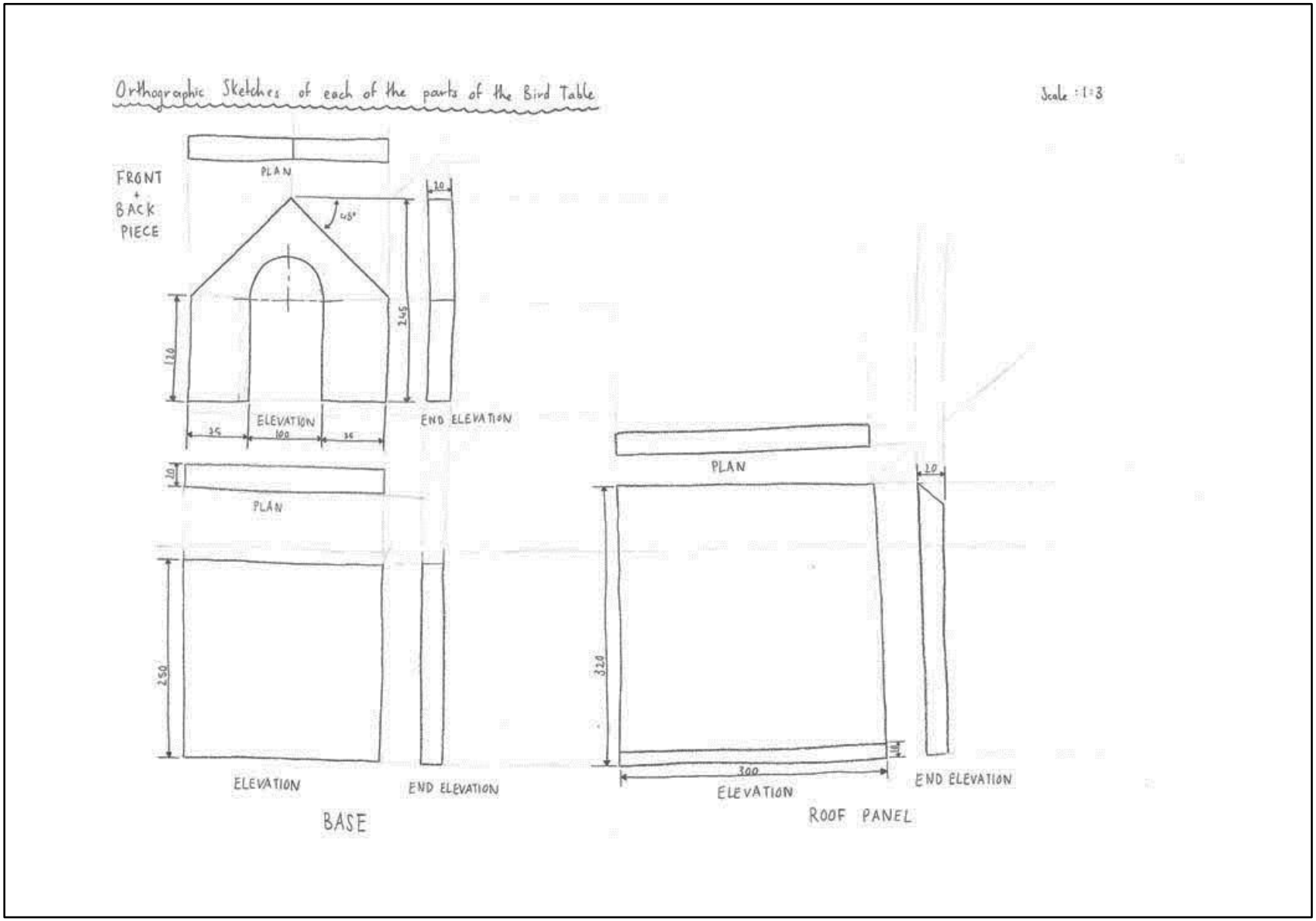
Red has been used in each third of the layout to ensure that the final layout looks balanced

Full Size (270 x 190mm)

Gradient light to dark green used to create some depth

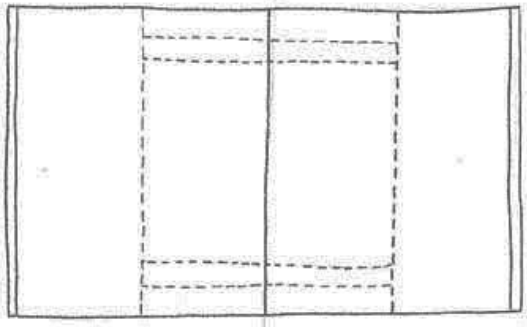
Unity is created in the layout as the same font was used to keep consistancy with the advert and to make sure none of the text looks out of place.

Reverse has been used for the text to allow it to pop and be eye catching.

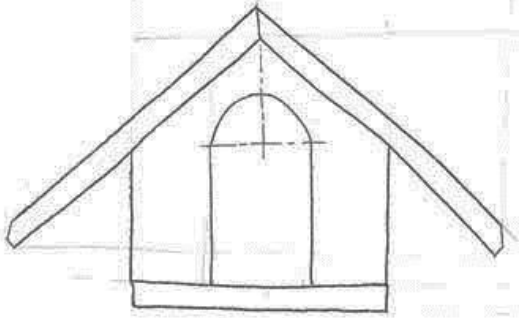

Orthographic Sketches of each of the parts of the Bird Table
Scale : 1:3
FRONT + BACK PIECE
PLAN
45°
10
120
245
ELEVATION
25
100
25
END ELEVATION
10
PLAN
250
ELEVATION
END ELEVATION
BASE
PLAN
10
320
300
ELEVATION
END ELEVATION
ROOF PANEL

Orthographic Sketches of Assembled Bird Table

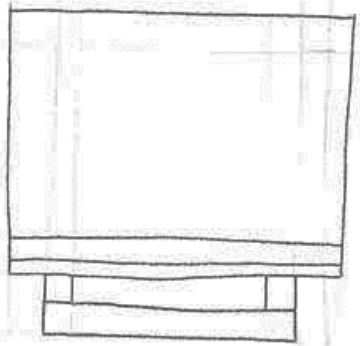
Scale : 1:3



PLAN

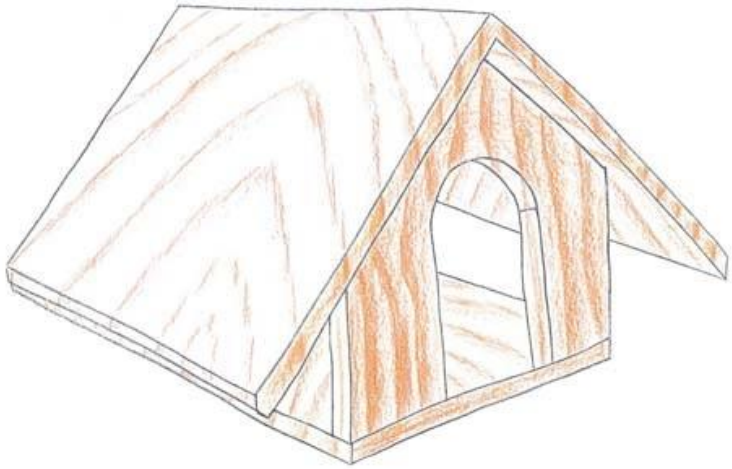


ELEVATION



END ELEVATION

Rendered Pictorial Sketch of Bird Table



CAD Rendered Pictorial Illustration of Bird Feeder