

GRAPHIC COMMUNICATION EXAM 2025

Choose **one** of the following starting points and produce a personal response

0 1

Flora and fauna

The shapes, patterns and textures found within flora and fauna have often inspired designers. The botanical paper cut work of Henri Matisse pioneered abstract forms and has influenced current design trends, including a multimedia perfume campaign for Guerlain. Agency Wanda Barcelona have used paper foliage to complement Dior dresses in exhibition spaces. Graphic designer Oscar Rodriguez creates digital collages which combine portraiture and floral designs. In her character designs and book *10 Petites Souris*, illustrator Florence Guittard stylises woodland flora and fauna. Anna Taberko creates animated loops featuring blooming floral elements.

Explore relevant sources and produce your own response to Flora and fauna.

01

Flora and fauna

The botanical paper cut work of Henri Matisse pioneered abstract forms and has influenced current design trends, including a multimedia perfume campaign for Guerlain.

Explore relevant sources and produce your own response to Flora and fauna



Matisse - multimedia perfume campaign for Guerlain.



Project idea:

Choose a famous perfume brand to create your own bottle label, packaging, advert inspired by flora and fauna. Draw and photograph plants/flowers/animals. Explore Matisse's paper cut out technique to develop ideas.

Research other designers who have explored flora and fauna.

In the late 1940s, Henri Matisse turned almost exclusively to cut paper as his primary medium, and scissors as his chief implement, introducing a radically new operation that came to be called a cut-out. Matisse would cut painted sheets into forms of varying shapes and sizes—from the vegetal to the abstract—which he then arranged into lively compositions, striking for their play with color and contrast

01 Agency Wanda Barcelona have used paper foliage to complement Dior dresses in exhibition spaces.



01 Graphic designer Oscar Rodriguez creates digital collages which combine portraiture and floral designs.



Project ideas:

Take photographs and make drawings of nature/faces/people. Explore Oscar Rodriguez' paper collage technique to layer imagery and develop using adobe illustrator.

You could produce a stunning one off illustration or layered collage in the final exam.

Research other artists/designers who have used the collage technique to explore flora and fauna.



01 In her character designs and book 10 Petites Souris, illustrator Florence Guittard stylises woodland flora and fauna.

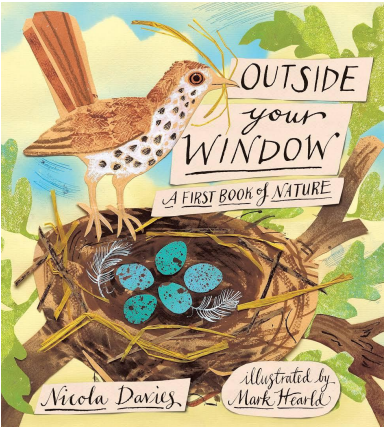


Project idea:
Create a book cover and illustrations based on nature/flora/fauna.

Research other children's book illustrators to give you ideas.

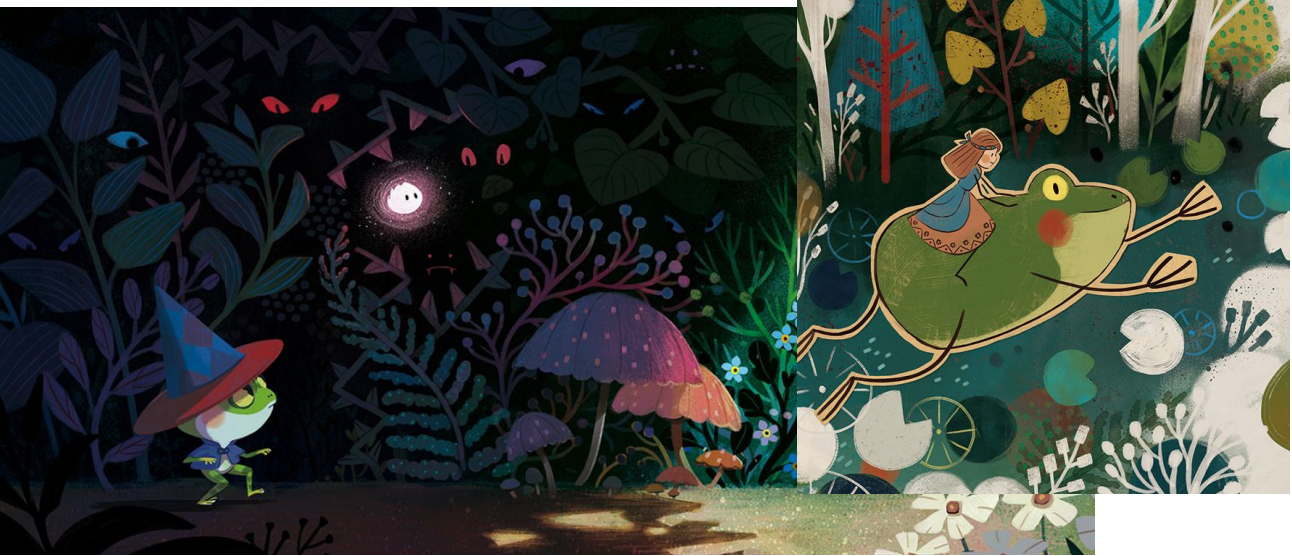
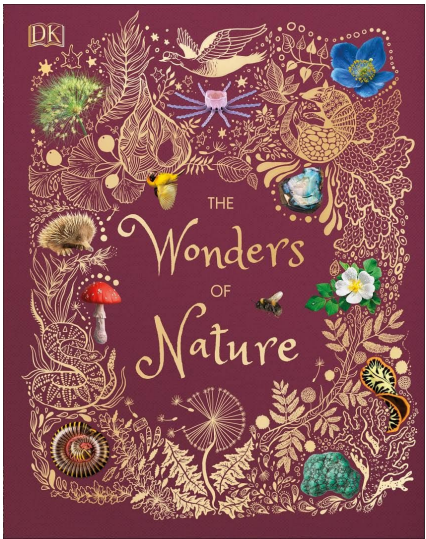
Research examples of children's wildlife and story books nature, like 'The Tiny Seed by Eric Carle.

Take photos, make drawings, explore ways of making images of flora and fauna using Illustrator and other media – collage, printing, paints, stencils, spray paints etc.

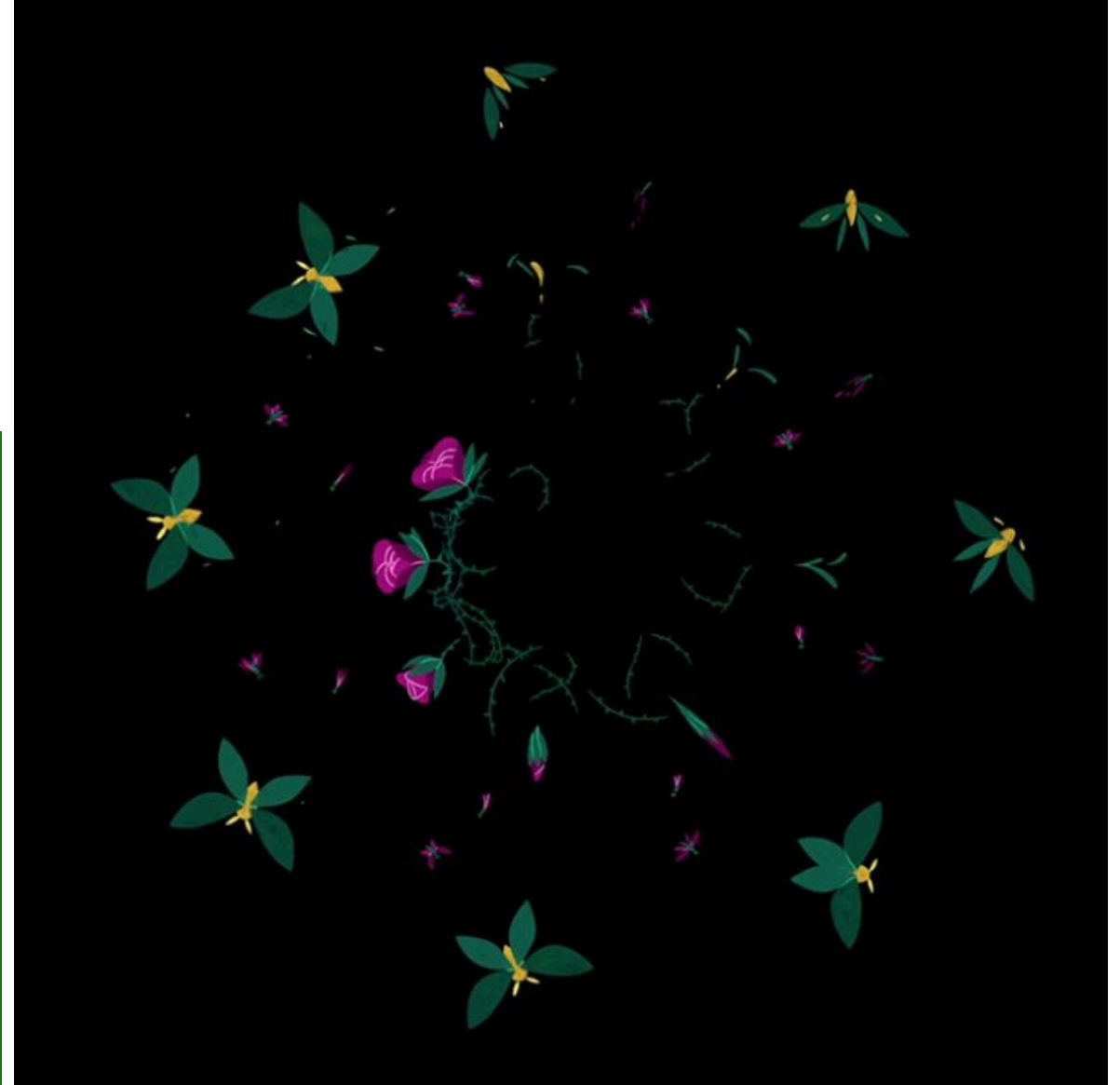
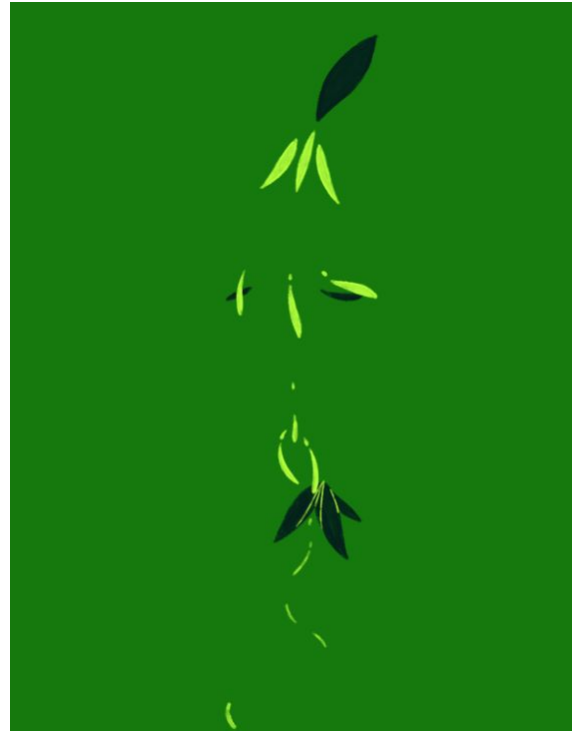
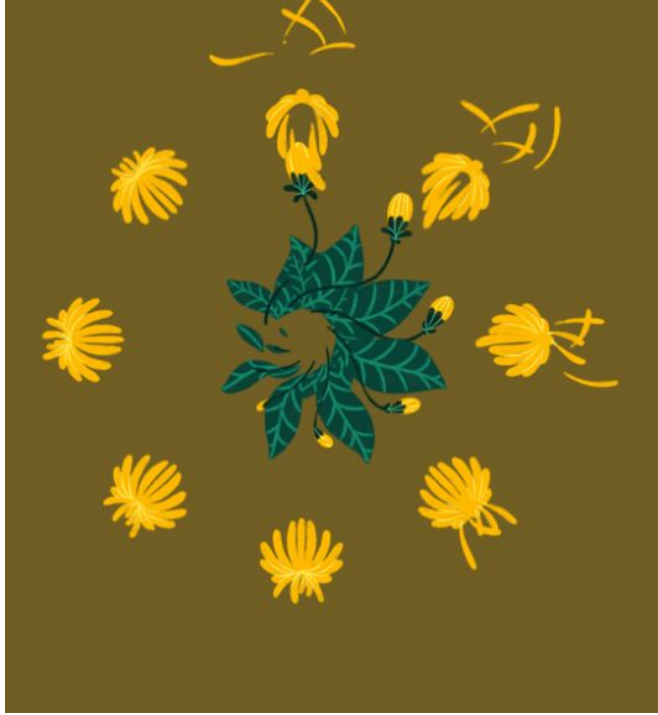


Create a book cover and illustrations about nature (plants, flowers etc).

Create a children's book cover and character illustrations for a children's story book either made up by you or a rebrand of a current book. All design work must be original by you!



01 Anna Taberko creates animated loops featuring blooming floral elements.



Project ideas: Create your own skincare brand that has ingredients derived from Flora and Fauna

- Skincare brand Burt's Bees highlighted the decline of honey bees through an inventive social media campaign in 2016.



<https://competition.adesignaward.com/design.php?ID=107898>

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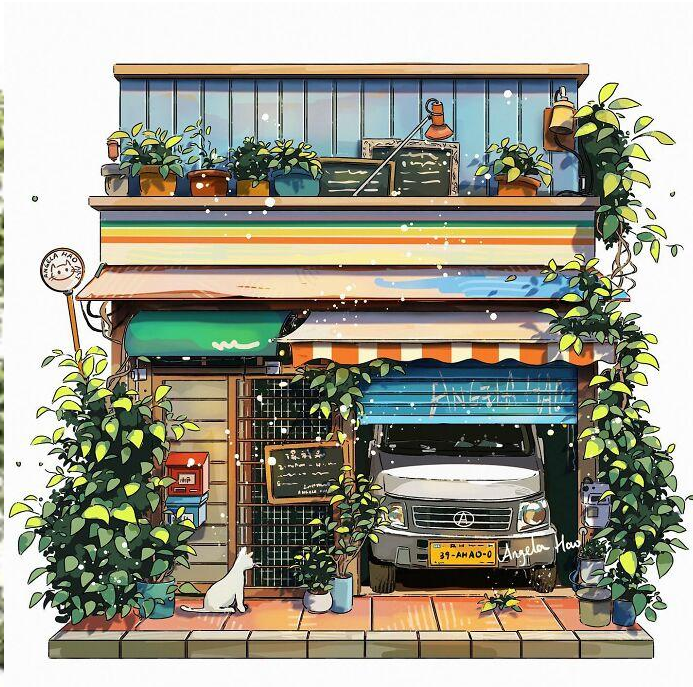
Shops

The interior and exterior of shops offer a diverse range of inspiration for graphic designers. Illustrator Angela Hao captures the unique character of Japanese shops in her illustrations. Typography artist Rachel E. Millar explores traditional signwriting fonts for shop facades in a contemporary way. Designers Zim and Zou created paper sculpture shop window installations for their Hermès commission. Eslam Muhammed (Eslam Mhd) designs 3D renders of the stores and booths of famous brands. Benjamin Kaplan of Experience Design has worked with brands such as Nike and Vans to develop the in-store environment.

Investigate appropriate sources and produce your own designs in response to Shops.

Illustrator Angela Hao captures the unique character of Japanese shops in her illustrations

Investigate appropriate sources and produce your own designs in response to Shops.



Project idea:

Take a walk in the city and photograph different shop fronts both old and new. Look for different styles of architecture.

Make drawings from your photos using different media – pencil, fine line, watercolour, markers, collage etc.

Develop stunning illustrations in Illustrator of the different shop fronts.

02 Typography artist Rachel E. Millar explores traditional signwriting fonts for shop facades in a contemporary way.

Rachel has her own studio in Glasgow's southside (our hometown!) and works as a freelance Signwriter.



Project idea:

Take a walk in the city and photograph the signage on shops. Look for different styles of typography.

Research examples of shop signage, sign writers and typography designers to inspire your ideas.

Design your own typography for a shop(s) of your choosing. Explore creating your own typefaces using illustrator tools.



02 Designers Zim and Zou created paper sculpture shop window installations for their Hermès commission.



Eslam Muhammed
(Eslam Mhd) designs 3D renders of the stores and booths
of famous brands.



02 Benjamin Kaplan of Experience Design has worked with brands such as Nike and Vans to develop the in-store environment

Project idea:

Explore ideas for creating a wall mural design for the inside of a shop of your choice.

Photograph, make drawings of things that relate to the context of the shop e.g. shop products such as trainers, clothes and people wearing them.

Research other wall mural artists to give you ideas.

Develop design ideas and experiment with layout and composition, trial making different designs in illustrator.

Create a fantastic design for a wall inside a shop on illustrator during the exam.



02
Benjamin Kaplan



03 Narrative

Designers have depicted narratives in a variety of forms. Saul Bass revolutionised storytelling in movie posters with his stark silhouette screenprints. Severino Canepa uses statues and figures to create digital posters for mythical characters. The artist Joshua Mays creates fantasy environments for his characters to inhabit. In the video game *Cocoon*, low poly renders by Erwin Kho suggest imaginary worlds and characters. *The Seed*, by Nexus Studios, narrates the natural cycle of life through animation.

Refer to appropriate sources and create your own response, inspired by Narrative.

“a spoken or written account of connected events; a story "a gripping narrative"

“A narrative is a story that you write or tell to someone, usually in great detail.”

03 Saul Bass revolutionised storytelling in movie posters with his stark silhouette screenprints.

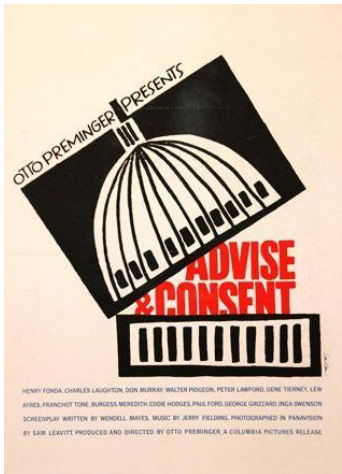
Project idea:

Choose a movie to create a poster for.

Research designers who have created film posters and look at their style.

Saul Bass has a unique style, portraying figures as a simple silhouette. You could take inspiration from Bass' style using simple, bold colours to create your own unique designs.

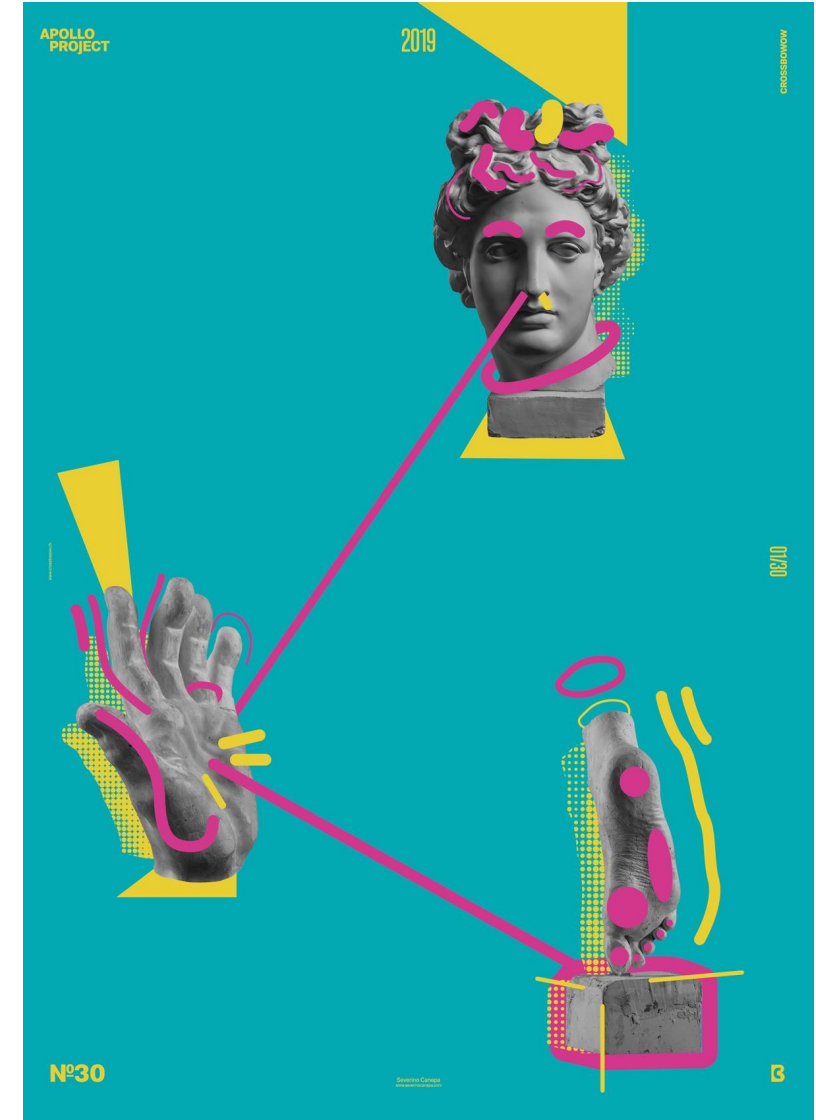
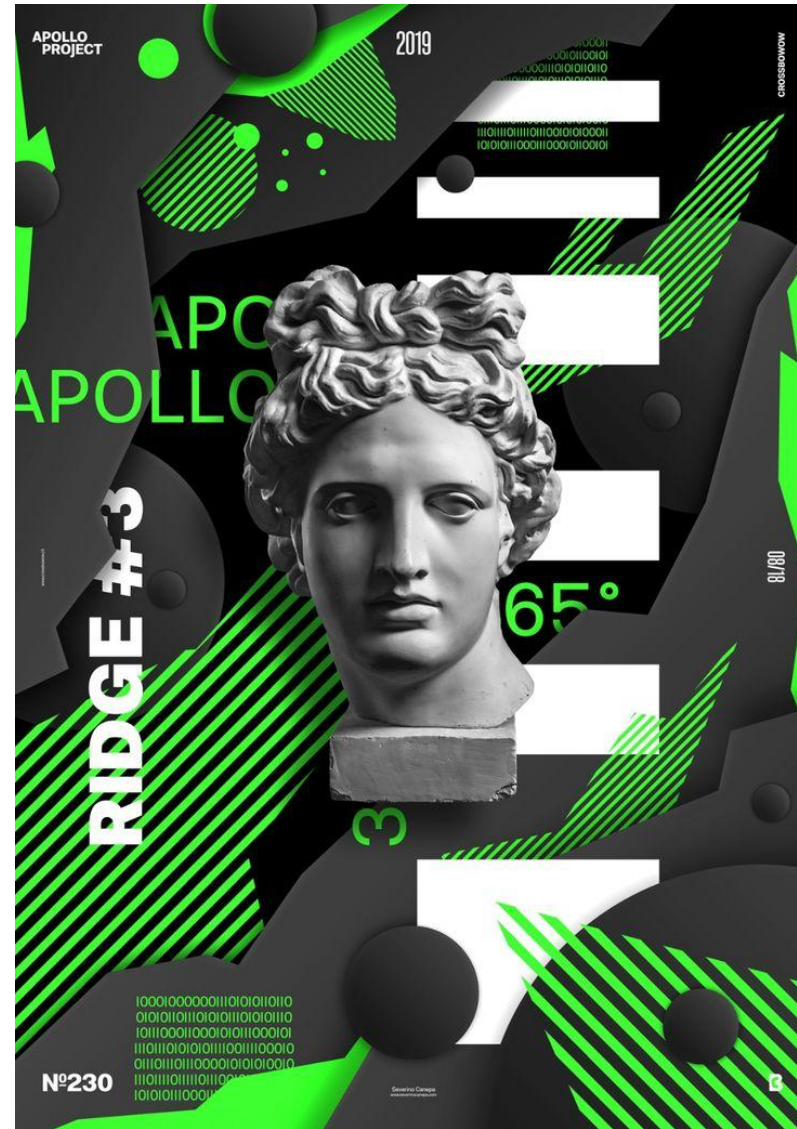
Think carefully about a film or maybe a Tv drama series. Think carefully about how you could take primary source photographs and use them.



03 Severino Canepa uses statues and figures to create digital posters for mythical characters.

“Apollo’s picture is figurative. His face tells a story, brings emotions to the viewer”

“For my project, it’s all about my deep self and what’s inside me. My life’s experiences, my visual knowledge, my intuition, feelings, emotions. it is all about self-exploration coupled with technological experimentation.”



<https://severinocanepa.com/side-project/biu-interview-about-apollo-365/>

03 The artist Joshua Mays creates fantasy environments for his characters to inhabit.

Project idea:

Fantastic idea opportunity!

Photograph people you know or yourself – selfie time and create a project based around creating a portrait set in a fantasy landscape. Include things that you like or tell a story about yours or another persons life.

Photograph a friend, parent, a grandparent would work well – tell the story of their life through a fantasy illustration.

Make drawings, develop designs, experiment with drawing faces from different viewpoints and creating compositions with different layouts.

Joshua Mays is an artist whose work includes **drawings**, **paintings**, **murals**, **illustrations**, and **storytelling**.



LHOUE



Lunette's work tells the story of modern, urban life. Intricately intertwining lowbrow pop culture iconography and mixed media materials into distinct visually arresting collections,

03 LORENZO PETRANTONI

Lorenzo Petrantoni combines typography, illustration and design to produce striking portraits that tell a story



<https://www.illulana.com/designers/lorenzo-petrantoni/>

04

Angles

Angles play an important role in graphic design. The Bauhaus movement popularised geometric shape and modern typography within poster design, and designers such as Zeka Design continue to show the influence of such layouts in their digital collages.

Typographic artist Paula Scher uses angles to compose bold advertisements.

Monument Valley is a puzzle video game from developer ustwo games, inspired by the work of M. C. Escher. Concept artist Jae Cheol Park uses perspective to draw the viewer into a fantasy urban landscape.

Consider suitable sources and design your own response to **Angles**.

04 The Bauhaus movement popularised geometric shape and modern typography within poster design.

The Bauhaus movement had a profound influence on subsequent developments in art, architecture, graphic design, interior design, industrial design, and typography

The Bauhaus was founded by architect Walter Gropius in Weimar, Germany, 1919 to 1933.



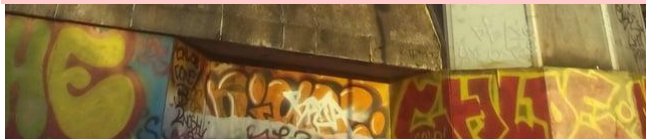
04 The Bauhaus movement popularised geometric shape and modern typography within poster design.

Project idea:

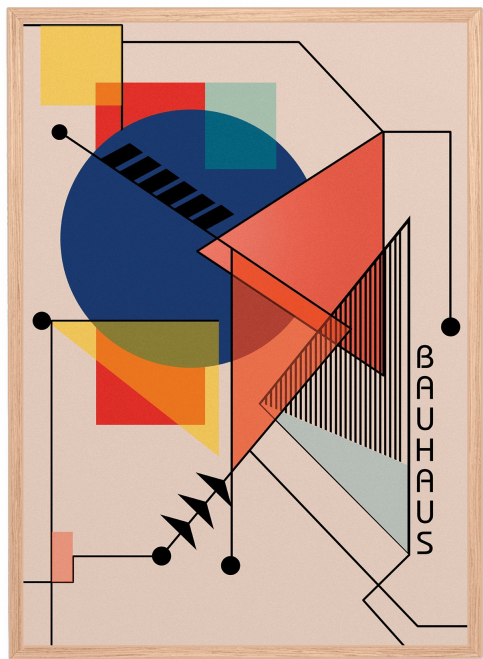
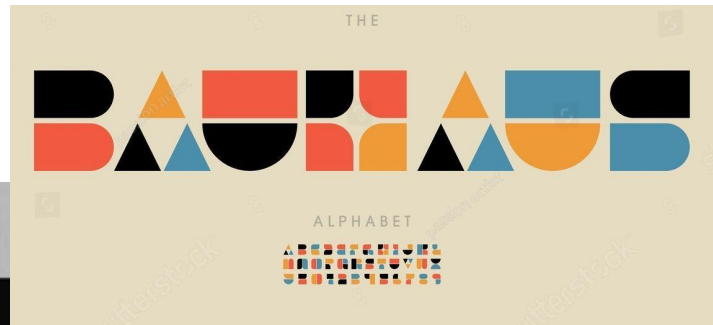
Final piece: Use the brutalist architecture around Anglia square which is full of angles to inspire a Bauhaus style poster of geometric shapes or illustration of a building along with your own typeface designs for letters inspired by angles.

Take photo's , make drawings, create illustrations in illustrator based on your photo's, create collages which explore composition and layout.

Look at other designers who have explored the Bauhaus style or used layering and unusual composition.

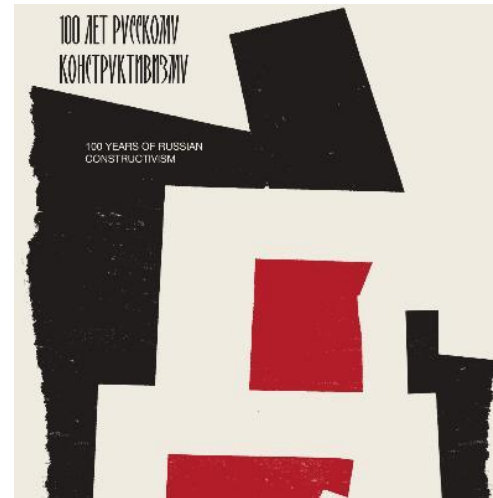


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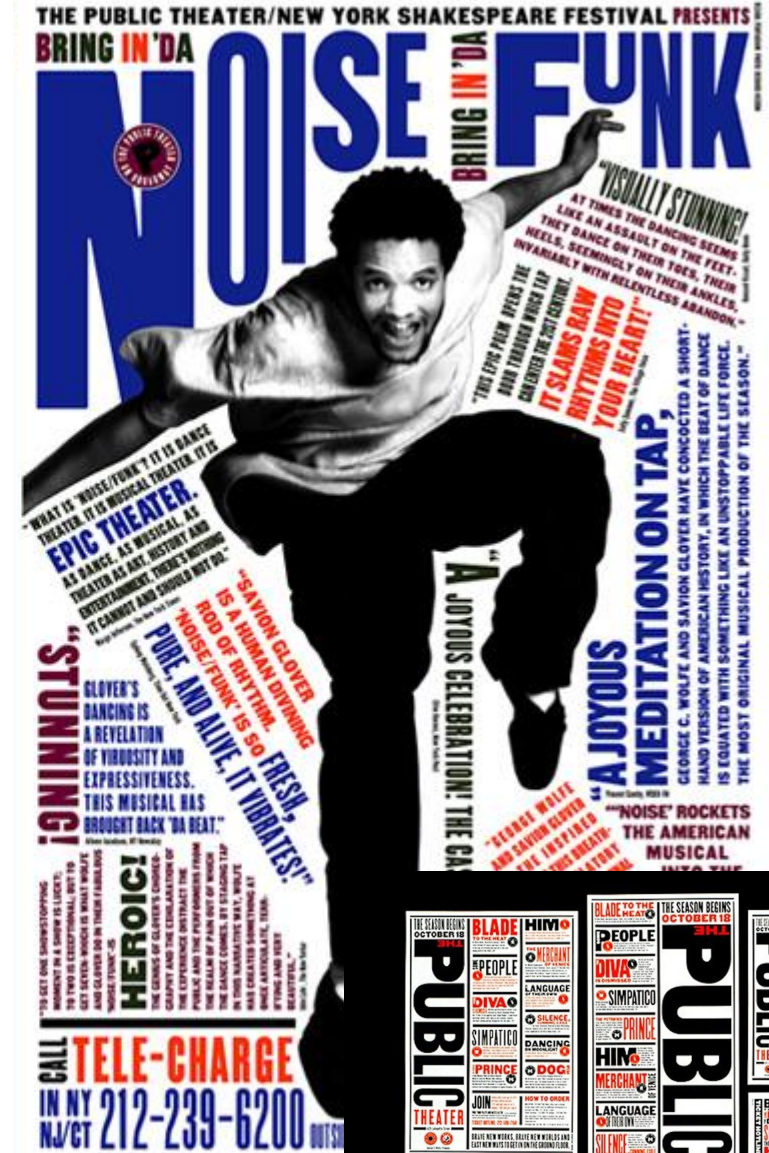


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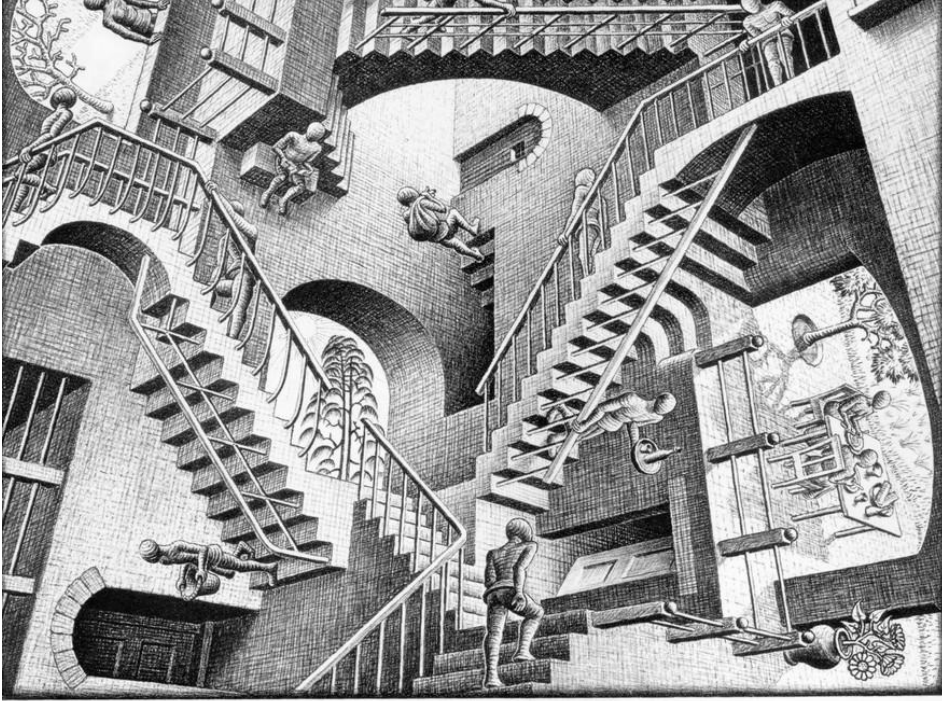
Artist - El Lissitzky
Explores shapes and angles



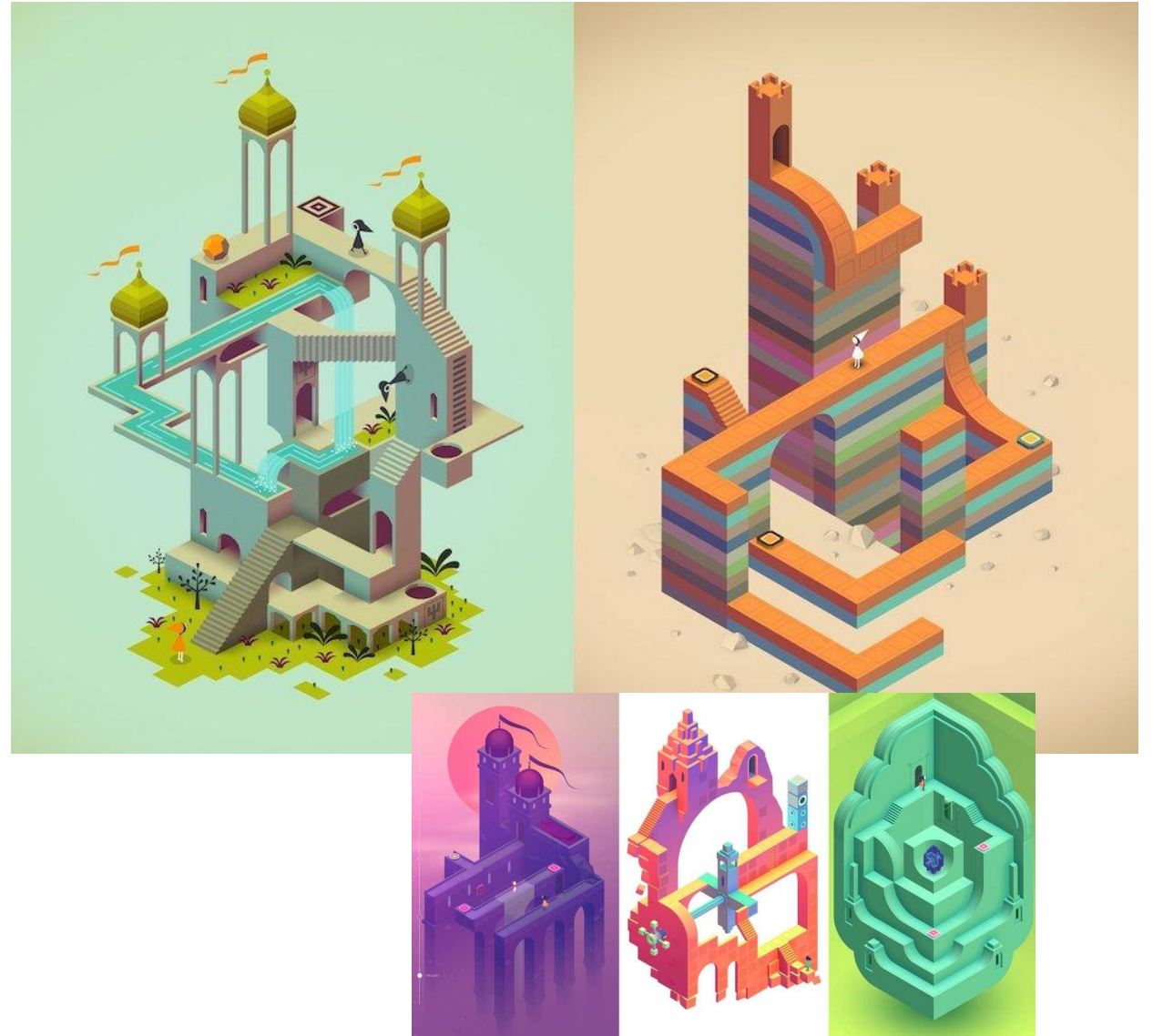
04 Typographic artist Paula Scher uses angles to compose bold advertisements.



04 *Monument Valley* is a puzzle video game from developer ustwo games, inspired by the work of M. C. Escher.



Maurits Cornelis Escher was a Dutch graphic artist who made woodcuts, lithographs, and mezzotints, many of which were inspired by mathematics.



Monument Valley is an M.C. Escher Inspired iOS Game by ustwo - Homeli

04 Concept artist **Jae Cheol Park** uses perspective to draw the viewer into a fantasy urban landscape.



Incredible Pen Drawings Visualize Futuristic Cities With Densely Detailed Architecture

If you're into sci-fi art, the work of South Korean concept artist Jae Cheol Park (aka [Paperblue](#)) might just make it to the top of your favorites list. This artist's incredible pencil and pen drawings detail imaginary worlds that blend science fiction with fantasy. Futuristic cities appear as expanding, industrial metropolises built upon chaotic layers of construction.



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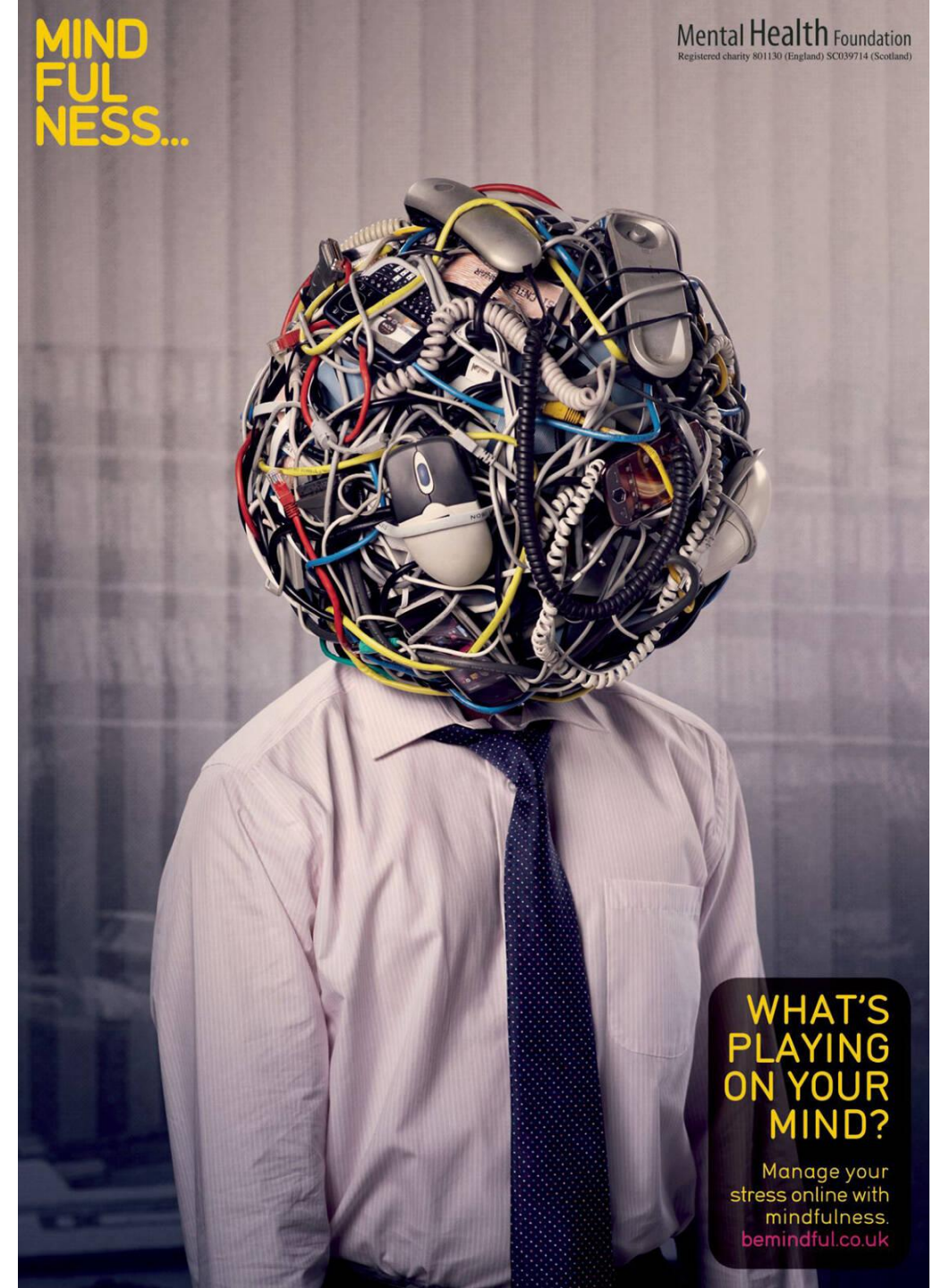
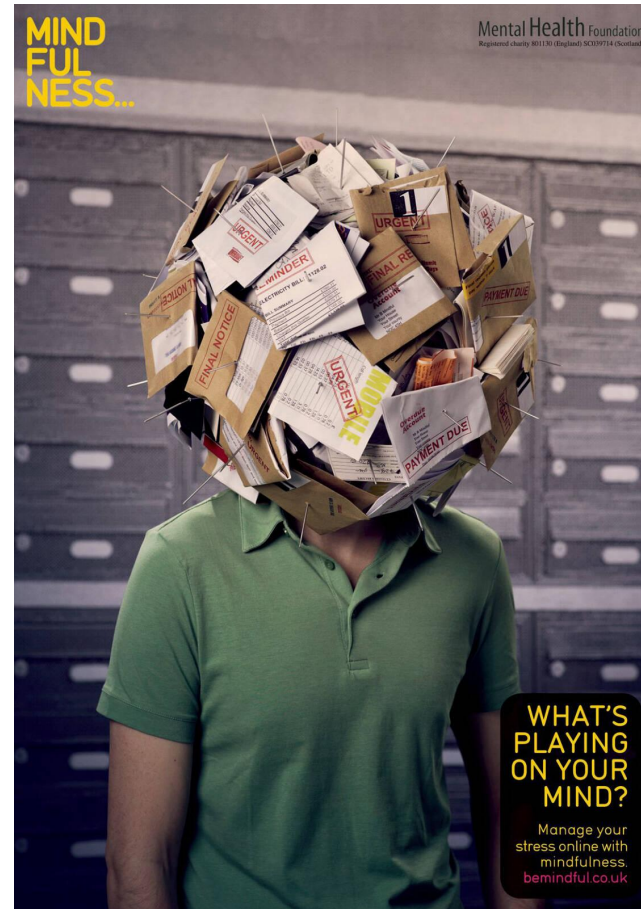
Human experience

Designers often use graphic communication to raise awareness of human experiences. The design agency KesselsKramer used objects to replace heads within their 2010 *Manage your stress* campaign, visualising various mental health issues. Temi Coker layers bold pattern and colour to represent heritage, whilst Kayla Mahaffey illustrates childhood nostalgia and the innocence of youth in her designs. *The Girl Who Built a Rocket*, a film commissioned by WaterAid, asks the public to consider different human challenges. The photographer Antoine Geiger manipulates images of people to show the impact of technology on society.

Explore relevant examples and create your own response to **Human experience**.

05 The design agency KesselsKramer used objects to replace heads within their 2010 *Manage your stress* campaign, visualising various mental health issues.

This professional campaign titled 'Manage your stress' was published in United Kingdom in December, 2010. It was created for the brand: Mental Health Foundation, by ad agency: KesselsKramer. This Print medium campaign is related to the Public Interest industry and contains 3 media assets.



05

An awareness campaign to raise awareness for people suffering with mental health illnesses.



EXAMPLE



05 Temi Coker layers bold pattern and colour to represent heritage



05 Kayla Mahaffey illustrates childhood nostalgia and the innocence of youth in her designs.



Evoking Childhood Nostalgia, Color and Cartoon
Commotion Burst from Kayla Mahaffey's Paintings ...

05 The photographer Antoine Geiger manipulates images of people to show the impact of technology on society.



06

Current affairs

Many designers respond to current affairs through their illustrations, advertising and brand campaigns. The work of Klawe Rzezy often features alongside articles in The Economist. Alex Williamson creates layered collages visualising social issues. The *This Girl Can* campaign, created for Sports England, aims to promote an active lifestyle for women. The *Growing in Pain* series, by Mara Drozdova, illustrates inspirational stories about self-healing. Yanko Design showcases sustainable packaging, encouraging consumers to consider alternatives to single-use plastic.

Research and create your own response to the theme of Current affairs.

Project idea:

Produce a set of illustrations or a one off large digital piece of work that shows current world or social issues about the

Environment

politics

something closer to home such as
water pollution in river
decreasing biodiversity
mindfulness or self healing etc.

Your work could be for a:

- magazine cover
- illustrations for an article inside a magazine
- book cover
- Sustainable packaging designs that promote the environment

06 The work of Klawe Rzeczy often features alongside articles in The Economist.

Klawe Rzeczy is a Lodz-based design studio specializing in editorial illustrations and digital collages founded by Ewelina Karpowiak in 2016.



Klawe Rzeczy's work is featured on The New Yorker, TIME, The Economist, Vanity Fair, Washington Post, BBC, Wall Street Journal, Billboard, Financial Times, 1843 Magazine, Politico, Politico Europe, GQ Germany, Playboy, New Statesman, Baltimore Magazine, Wired UK.....

06 Alex Williamson creates layered collages visualising social issues.



Alex Williamson is a British illustrator who produces bold graphic artwork through collage based approach to image-making. Exploring contemporary issues and themes in politics, culture and social engagement, Alex produces a wide range of work for clients in the advertising, corporate, editorial and publishing fields.

In These Times commissioned Alex to create this illustration for the cover of an issue of its magazine. Cover story 'Can Socialism boost Innovation?.'

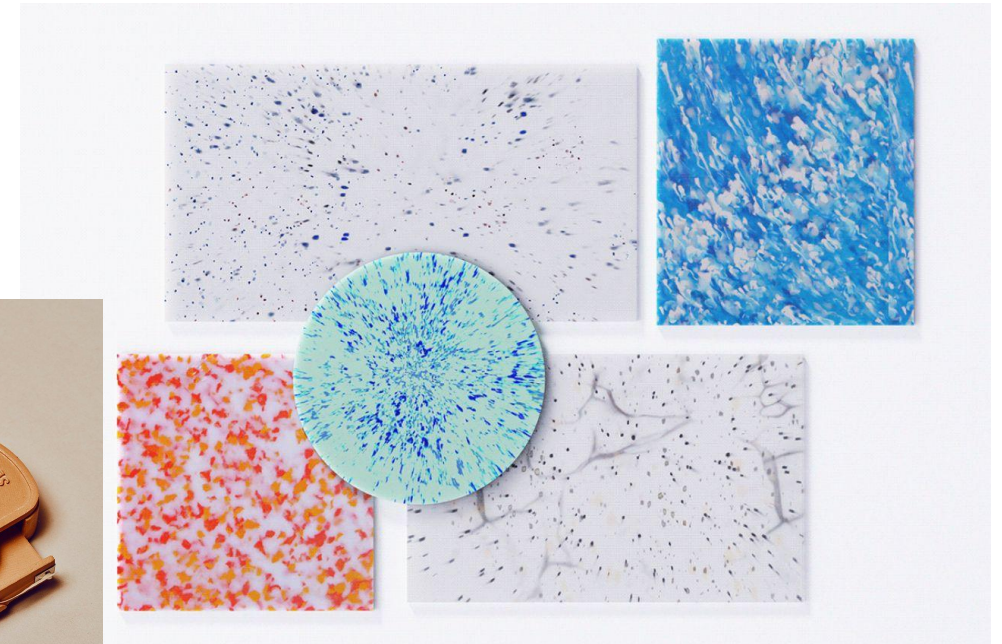
06 The *This Girl Can* campaign, created for Sports England, aims to promote an active lifestyle for women.



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06 Yanko Design showcases sustainable packaging, encouraging consumers to consider alternatives to single-use plastic.



0 7

Landmarks

The theme Landmarks can be interpreted in many ways. Refer to appropriate sources and develop your own interpretation of **Landmarks**, or respond to **one** of the following:

- (a) graphics which capture views of a local or national landmark
- (b) products for a gift shop that reference a local landmark
- (c) 'Landmark A–Z': a commission to design work which helps visitors enjoy and navigate a landmark.

07 (a) graphics which capture views of a local or national landmark



Dubbed 'Britain's Great Barrier Reef',
the Cromer Shoals Chalk Bed,



07 Other designers to look at for this theme



Helena Carrington

Norfolk Landmarks Print

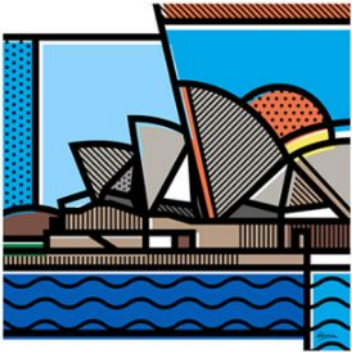


Bernard Villemot

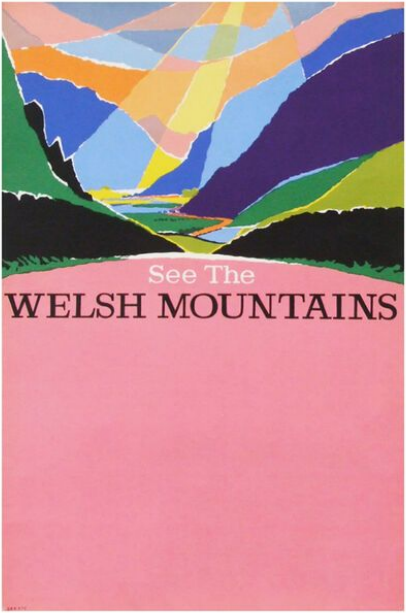


Georgina Westley

Rebecca Pymar

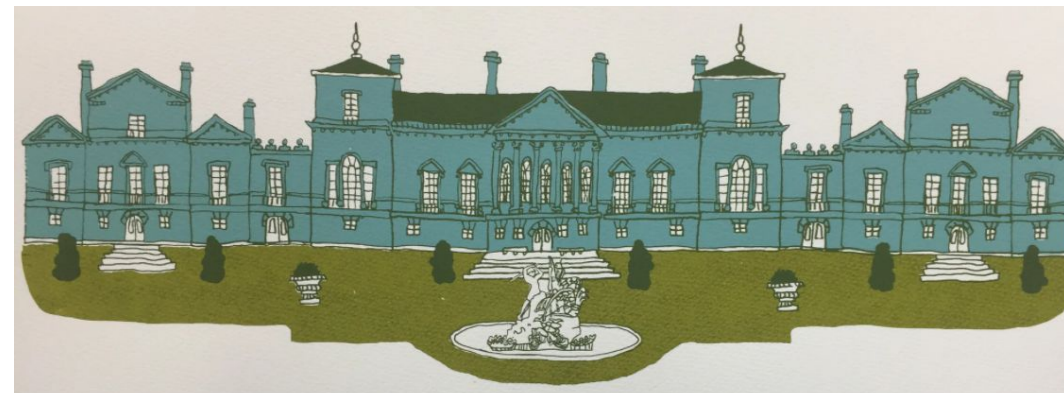
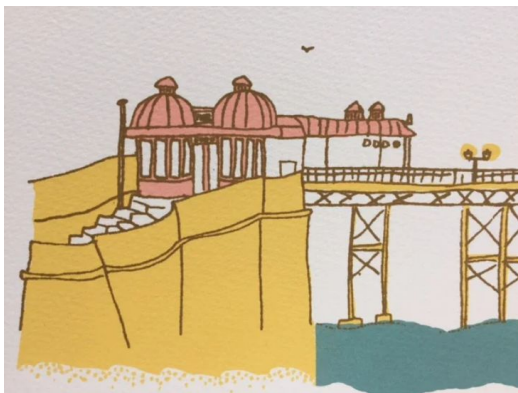


Around the World, Mike Karolos



Harry Stevens

07 Other designers to look at for this theme



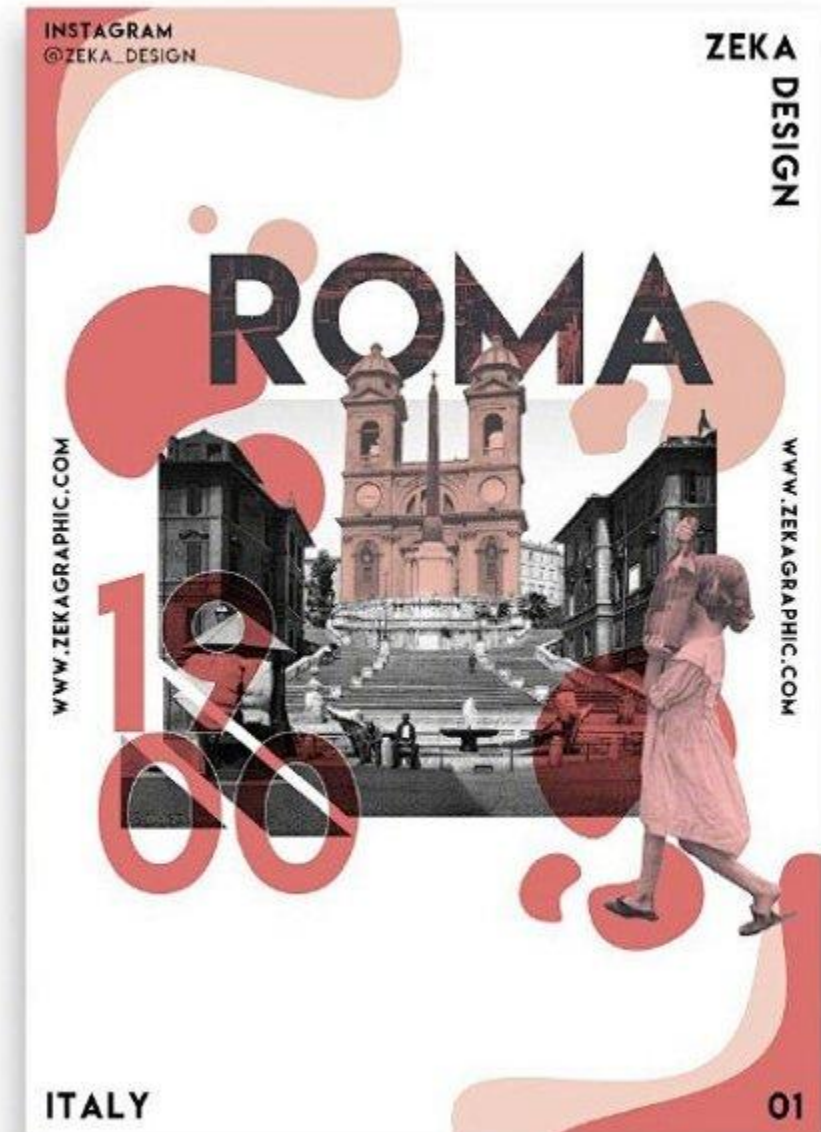
Leander Jaine

These pieces are taken from Jaine's A-Z of North Norfolk collection. I have chosen to look at this artist due to her illustrative style and use of colour. She uses screen printing to create these illustrations. Her use of thin line looks hand-drawn adding a personal touch to her work. The use of colour is interesting and different in each piece. The lighthouse and shop fronts all have a realistic colour palette enhancing the intricate illustration work of the shops. The designs of the pier however chose a more surreal palette. This gives them a slightly more cartoon-ish style to them. They also are not as intricate as other pieces lending further to this. In the bottom right piece of the Lifeboat House at Blakeney Point, the outline and details are done in a light green. Using a colour lighter than the solid colours of the design makes the work different from the rest. The contrast between the outline and the fill makes the detail drawn in green very visible.



07 Other designers to look at for this theme

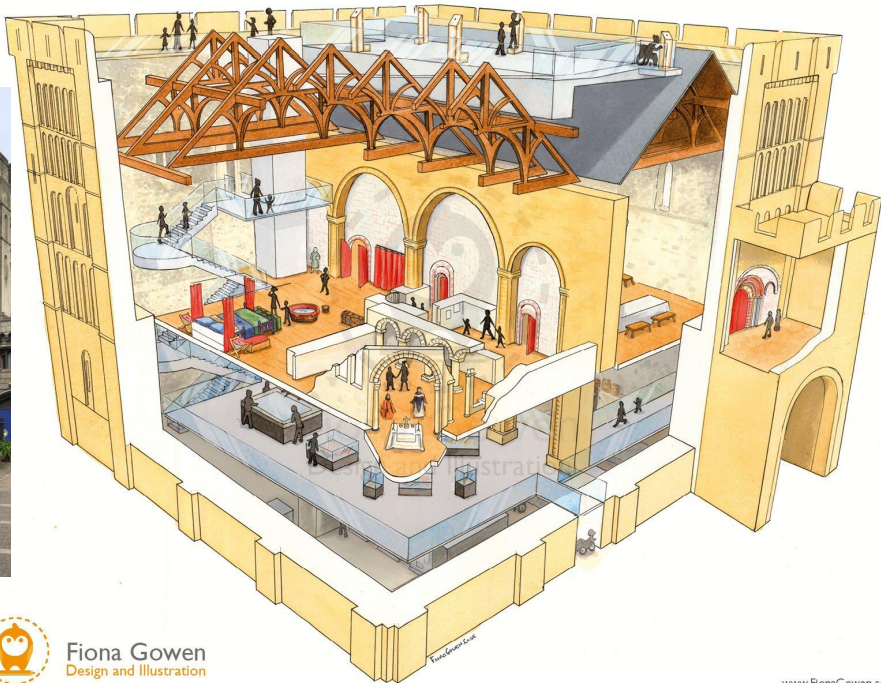
YAROSLAV IAKOVLEV



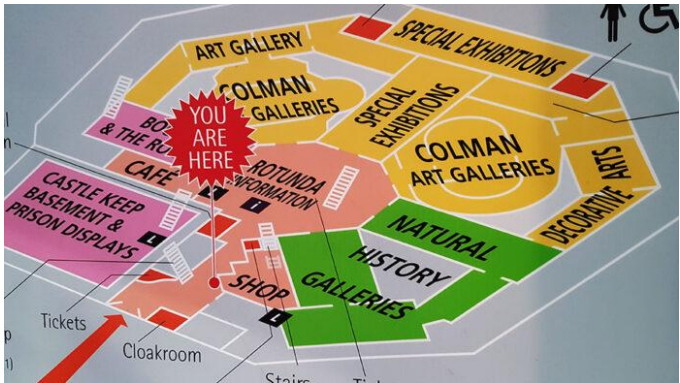
(b) products for a gift shop that reference a local landmark



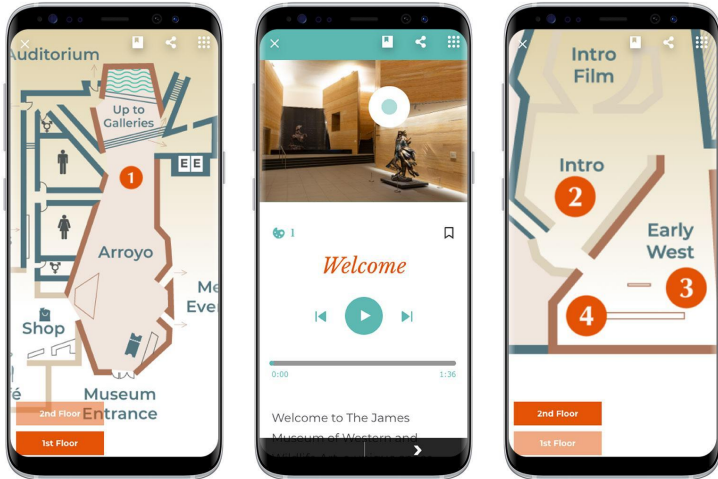
(c) ‘Landmark A–Z’: a commission to design work which helps visitors enjoy and navigate a landmark.



 Fiona Gowen
Design and Illustration



www.FionaGowen.co.uk



Romualdo Faura