

Analysing a Graphic Design. Practice for your N5 exam.

Learning Intention:

To learn how to answer the picture questions, in the N5 Art and Design exam. Choice from Q8,9,10,11 and 12.

Learning Outcome:

To write about each of the points mentioned in the question.

A good idea is to write headings or bullet points which identify the different parts of your answer.

Success Criteria: You pass your exam!!!!

N5 DESIGN STUDIES: Picture Questions

If you choose a Graphic Design Question:

Example Question

“Graphic designers often have to create visual impact and communicate a message. Comment on the methods used by this designer in this packaging for ice-cream. “

In your answer, refer to:

The designers’ use of **imagery, lettering** and **target customer**.

How **effective** is this design? **Give two reasons.**

Here is the photograph of the graphic design

Study the photograph carefully

(I have given you different viewpoints - you might not get this in your exam)



Packaging design for Ben & Jerry's
"Cosmic Crash" ice cream.

Designed by - Equinox Ad Group



Main image & lettering (front)



Design for lid



Wraparound view

What are you being asked to comment on?

Basically, you are being asked ;

Why has the designer used this kind of imagery and lettering?

How does it make the design more effective? i.e. to do the job of selling ice cream? How does it communicate information to the customer?

How does it appeal to the target market / customers?

*First of all, you need to ask **who** is the target customer and*

What has the designer done to make it attractive to them?

How effective is the design? Give **2** reasons. These must be **explained in detail.**

To do this really well, you have to think about,

Why it looks like this...

Why did the designer use this style of illustration and why did they choose this kind of lettering?

What aspects of the design make it attractive to the customer?

Is it the colours, shapes, the effects, the style etc?

What information is being communicated?

Is the info clear enough to understand? Does it give you enough info to decide whether you want to buy the product ?

What is the purpose of this design?

To sell something? To persuade you about something? To educate you? To give you information?

Is it suitable for this purpose?

PURPOSE:

This means - What does it do? How does it do it?

How does it communicate information or a message?

So, it refers to the practicalities of the design.

*Explain, by giving reasons, **why it is suitable or not** suitable, in your opinion.*



Example Answer.

Paragraph 1 : Introduction

The example shows, the packaging design for a Ben and Jerry's ice cream called, Cosmic Crash.

Paragraph 2 : Imagery

To create an effective visual impact, the designer has used an illustration of an outer space scene as the main feature of the design. It includes rockets, comets, planets and stars which is intended to link up with and emphasise the name of the product, "Cosmic Crash". The star and moon shapes have also been used to show that chocolate moons and stars are some of the ingredients. The image wraps around the product so the customer can see it from various angles. I think it does this very well, as it is an eye catching image, which is modern and fun and has a sort of cartoon / animation style. The stars are glowing brightly against the purple background which helps the theme/concept stand out more. The glowing effect creates a sort of sparkle which I think would attract the customer quickly. The colours used also contrast strongly to create more impact for example in the use of purple and yellow. Although the package is dark, the highlighted areas would help draw attention to the product.



Paragraph 3 : Lettering

There are a variety of areas where lettering is used and they all communicate information to the customer.

*First of all, the Ben and Jerry's logo is placed in the centre at the top, like a banner, so it is clear to see the brand. The logo has white lettering on a black background so **this contrasts really well** and catches the eye. It also says it is 'All Natural' and Vermont's Finest so **the customer knows** where and how it is made. At the bottom there is a strip of lettering telling us that, inside the pack, there is ice cream, and it gives more details of the ingredients. The biggest and most important bit of lettering is the name of the product. The designer has made this the main feature by putting it in the middle, and using a space age - digital style of font. **This ties in with the image well** because it has the same kind of theme. The font is purple to match the rest of the pack and has a shaded effect to add interest. It also has a glowing outline which helps the name stand out from the background. On the back of the design there is a lot more lettering, which clearly states all of the ingredients, and gives the customer nutritional information. This is probably aimed at parents rather than children or young people because it is harder to read and not shown in an interesting way.*



PARAGRAPH 4 : TARGET MARKET: First of all, here is some information...

You need to make a judgement –who is the **Target Market** and **what has the designer done** to make the product **appeal to** these people or make sure it's **suitable?**

Things to consider are:

Age group - *Visually, what makes the design attract the right age-group?*

Gender – *Is the design aimed at males or females/ Is this an issue? If so, explain why.*

Income bracket – *Does the design or item look as if it is aimed at rich people, those on a low income or mid-range customer? What makes you think this?*

Personal style / fashion likes / dislikes – *What kind of person would be attracted to this product? eg, a geeky teenager? An old hippy? A business person? A child? Average families?*

The designer will have made a big effort to make sure the design appeals to this kind of customer. You have to work out how they have done it.



PARAGRAPH 4 : TARGET MARKET

The main method the designer has used, to make it appeal to the target market is to make sure that the style of the image fun and similar to a cartoon film or an animation. It reminds me of a children's book illustration. The outer space theme would also appeal to IT or Science "geeks", and teenagers who like programmes like "The Big Bang Theory". Science and Space is a popular interest these days so Ben and Jerry's have probably noticed that and want to cash in. The overall style of the tub is the same layout as all of the other ice-cream products they make, so it is an easy for customers to identify their brand.



PARAGRAPH 4 : EFFECTIVENESS / REASONS

In my opinion, this is a very effective graphic design because, it is an unusual, colourful and eye catching package. This helps the package stand out from other brands of ice cream in the shops which may have a plainer, more traditional look. I also think the style used is definitely going to appeal to the appropriate target market because the cool, cartoon illustration will be popular with young people, especially if they are into science and technology. In addition to this, parents might want to buy the product for their children if they want to encourage an interest in science.