

General Certificate of Education
June 2003
Advanced Subsidiary Examination



ART AND DESIGN (GRAPHIC DESIGN)
Unit 3 Controlled Test

ARC3

To be issued to candidates up to four weeks prior to the start of the examination.

The examination may be conducted any time between 1 March and 31 May 2003.

All teacher-assessed marks to be returned to AQA by 31 May 2003.

In addition to this paper you will require:
appropriate art materials.

Time allowed: 5 hours

Instructions

- Read the paper carefully. Before you start work make sure you understand all the information.
- Answer **one** question.
- You will have four weeks to carry out preliminary studies. This should include visual work and, if appropriate, annotations or written work. Preliminary studies must show evidence of personal work relating to your chosen question. You may continue with further supporting studies until you have completed your examination work. Sketchbooks can be included.
- The work you produce in the 5 hour examination may take any appropriate form, such as a working drawing, a video sequence, a design sheet or a design. It is not essential to produce a finished piece during the examination but you should make your intentions clear.
- Practical responses to the work of other artists, designers and craftspeople must show development in a **personal** way.
- Your work during the 5 hour examination must be produced **unaided and under supervision**.

Information

- The maximum mark for this paper is 60.
- All questions carry equal marks.
- There is no size restriction on work produced for this examination.

Advice

- You may include written annotations or an evaluation of your work.
- You may use photographs which you have taken as **part** of your research.
- You may use any appropriate graphic medium, method(s) and materials, unless the question states otherwise.

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This paper will test your ability to:

- record observations, experiences, ideas, information and/or insights;
- analyse and evaluate sources, such as images, objects, artefacts and texts;
- develop ideas using appropriate materials and techniques, making clear your future intentions;
- present a personal response, relating your work to that of other artists, designers or craftspeople.

The questions below should be seen as starting points for personal investigations in which you make reference to critical and contextual material with which you are familiar.

Answer **one** question.

1 *'Blue Skies' Travel*

A travel agent, 'Blue Skies', requires new poster designs to promote worldwide travel. Look at the work and techniques of appropriate artists and designers and develop your own designs for **one** mode of travel such as train, boat or plane.

2 *Montage*

Many graphic artists, photographers, painters and film-makers have used the technique of montage to create an image that communicates a specific idea or concept. Research appropriate examples and develop work using this technique.

3 *Book Cover*

Illustrators often use the title of a book as a starting point for their designs. Develop ideas for a book cover based on a work of science fiction or fantasy of your choice, making reference to appropriate examples. Carefully consider the relationship between the text and the illustration.

4 *Conservation*

You have been asked to create work in any appropriate graphic medium, for example, an animation, storyboard or web page, which introduces efforts to conserve a particular species of flora or fauna from extinction. Make reference to appropriate material.

5 *Packaging*

'SWIFT' is a company wishing to promote itself as being fast, reliable and efficient in delivering small, boxed items. Develop designs for an easily assembled and sturdy box with suitable imagery and text. Make reference to appropriate contextual material.

END OF QUESTIONS