

General Certificate of Education
June 2003
Advanced Level Examination



ART AND DESIGN (GRAPHIC DESIGN)
Unit 7 Controlled Test

ARC7

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: 15 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.
- Practical responses to the work of other artists, designers and craftspeople must show development in a **personal** way.
- Your work during the 15 hour examination must be produced **unaided and under supervision**.

Information

- The maximum mark for this paper is 60.
- All questions carry equal marks.
- This paper assesses your understanding of the relationship between the different aspects of Art and Design (Graphic Design).
- 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, and analyse methods and outcomes;
- 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 *False Realities*

Graphic images and objects can create ‘false realities’ by the surprising juxtapositioning of objects, people and settings. The results are often quirky, humorous and on occasions mischievous. Look at appropriate examples and develop work based on this idea.

2 *War*

In a speech to the United Nations Assembly in 1961 John F Kennedy said, “Mankind must put an end to war or war will put an end to mankind”. In your research look at artists and designers who have responded to issues about which they feel strongly. Develop your own work in response to this statement, using an appropriate graphic technique with which you are familiar.

3 *Only Natural*

A chain of specialist grocers sells organic produce from around the world. They have decided to rebrand themselves using the name ‘Only Natural’. Develop a corporate image for the company which will be used on van livery, shopfronts, stationery and publicity material. Your research should include studies of other successful corporate images.

4 *Opening Titles*

A series of television programmes is proposed in which a presenter will examine the life and work of early typographers such as Gutenberg and Caxton. The series is to be called ‘First Impressions’. Produce ideas for the introductory titles or an animated sequence in which early typefaces should feature prominently.

5 *Public Information*

Advertisers often place visual material on buildings, hot air balloons or areas of land, to create maximum impact. Research appropriate contextual material before considering how to paint, drape or project an image which promotes a sporting event, festival or carnival. Provide drawings, visualisations and/or other material, which give a convincing simulation of the work.

6 *Packaging a Game*

Three balls, the size of tennis balls and of different colours, have to be packaged in an attractive way to help market a new game called '3UP'. The container should have a distinctive shape, be easily assembled and sturdy and the name of the game should be clearly shown. Investigate unusual and interesting packaging and develop your own ideas.

7 *The City, Light and Space*

Design a brochure for an exhibition called 'The City, Light and Space'. As part of your research, you might look at the work of artists and architects such as Vladimir Tatlin, Le Corbusier, Frank Lloyd Wright, Tadao Ando and Buckminster Fuller. Your finished artwork could be folded in an imaginative and appropriate way. Body text need only be indicated.

8 *Magazine Cover*

Time magazine has a tradition of placing portraits of the famous and/or the newsworthy on its front cover. Often the portraits are accompanied by images which reflect the person's achievement or notoriety. Research appropriate materials and work towards a finished cover entitled 'People', depicting a newsworthy person together with imagery that reflects what they do.

END OF QUESTIONS