ART AND DESIGN (GRAPHIC DESIGN) ARC3
Unit 3   Controlled Test

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 2004.

All teacher-assessed marks to be returned to AQA by 31 May 2004.

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 discuss your ideas with your teacher before deciding upon a starting point.
- You may include written annotations or an evaluation of your work.
- You may use any appropriate graphic medium, method(s) and materials, unless the question states otherwise.

ARC3

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.

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1 *Menu Cover*

   A new themed restaurant called 'Legato' requires an innovative and interestingly shaped menu cover that reflects its musical atmosphere. Look at the work and techniques of appropriate artists and designers and develop your own designs for a sheet of folded A4 card. A list of food items and prices should not be included.

2 *Advertising*

   Using the external surfaces of buses and taxis as a means of advertising is increasingly common. Research this idea, select a mode of transport and develop graphic work promoting a particular event or product.

3 *How to ....*

   Short animation films are sometimes used by television schedulers. Research appropriate examples and develop a storyboard in a suitable graphic medium showing a set of 'how to' instructions which concentrates on a real or imagined invention.

4 *Illustration*

   A national children's society has commissioned a series of stylised drawings to illustrate the front cover of a booklet promoting the importance of a secure and happy lifestyle for young people. Research appropriate examples and produce a personal response to this theme.

5 *Promotional Material*

   A city or town known to you wishes to promote itself as an example of cultural regeneration. You have been asked to generate designs for promotional material in two and/or three dimensions. Your work should include a place name, a slogan and suitable imagery. Research and refer to appropriate contextual material.

END OF QUESTIONS