

General Certificate of Education  
June 2004  
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 examination.  
The examination may be conducted between 1 March and 31 May 2004.  
All teacher-assessed marks to be returned to AQA by 31 May 2004.

<p><b>In addition to this paper you will require:</b> appropriate art materials.</p>
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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 discuss your ideas with your teacher before deciding on 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.

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.

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### 1 *Carnivals*

Carnivals such as those held in Venice, Rio de Janeiro and Notting Hill reflect different cultures and traditions. Research material associated with these events such as costumes, masks, floats and tableaux, and develop graphic work to promote a carnival of your choice. Use an appropriate graphic form such as a poster or website.

### 2 *Illustration*

Maurice Sendak, Shirley Hughes, Graham Oakley and Michele Coxon are book illustrators who are known for their detailed and imaginative illustrations, using very different styles, ranging from the realistic to the fantastic. Study a range of book illustrators and respond in your own way, to the following quotation.

‘Of all the strange things that Alice saw in her journey Through The Looking-Glass, this was the one that she always remembered most clearly. Years afterwards she could bring the whole scene back again, as if it had been only yesterday – the mild blue eyes and kindly smile of the Knight – the setting sun gleaming through his hair, and shining on his armour in a blaze of light that quite dazzled her – the horse quietly moving about, with the reins hanging loose on his neck, cropping the grass at her feet – and The black shadows of the forest behind-’

*Alice Through the Looking Glass*  
Lewis Carroll

### 3 *Animated Logos*

Channel 4 and BBC2 television companies have created imaginative, intriguing and, on occasions, witty animation sequences, in which their logos are manipulated in different ways and used in different settings. Look at appropriate work and create a short animated sequence for Channel 7, a company aimed mainly at a young adult audience. The final presentation could take the form of a film, video or multi-media work.

### 4 *Symbol Systems*

Designs such as the London Underground map by Henry Beck and the Olympic pictograms by Otl Aicher are examples of graphic systems which inform people's understanding by providing complex information in a simple manner. Investigate a range of contextual material and, bring to a finished presentation, a set of symbols which represent different departments at a teaching institution.

### 5 *Photomontage*

Alexander Rodchenko and Herbert Bayer both used combinations of photographs to produce graphic work for magazines. Look at artists such as these and, utilising a similar technique, illustrate a magazine article with the title of 'Just what is it that makes the countryside so appealing?'

### 6 *'Pure' Hair Products*

A company that specialises in environmentally friendly cosmetic products is launching a new range of shampoos. Investigate existing packaging and develop designs for both the container and the dedicated graphic imagery which should include the name 'Pure'. Produce your work in any appropriate medium.

### 7 *Menu+*

'Menu+' is the name of a dining club. Upon presentation of a membership card, clients are entitled to discounts at a range of ethnically diverse participating restaurants. Having researched appropriate contextual material, develop and produce final designs for a membership card and window sticker which identify venues involved in the scheme. The designs should contain the club name and an image that reflects the diversity of food available.

### 8 *'Celebs'*

'Celebs' is the title of a new musical for the stage, based on the stormy relationship between a super model and a sports personality. Research appropriate contextual material and develop finished artwork for publicity material which should include the title of the show and the following text: 'Coming soon at the Hippodrome'. Careful consideration should be given to the relationship between text and image.

**END OF QUESTIONS**

**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**