



General Certificate of Education
Advanced Level Examination
June 2014

Art and Design (Graphic Communication) ARTC4

Unit 4 Externally Set Assignment

To be issued to candidates on 1 February 2014 or as soon as possible after that date.
All teacher-assessed marks to be returned to AQA by 31 May 2014.

For this paper you must have:

- 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 must show evidence of personal work relating to your chosen question.
- You must show evidence of research and of investigating and developing ideas. This should include visual work and, if appropriate, annotations or written work. Sketchbooks, workbooks and/or journals may be included.
- Practical responses to the work of other artists, designers, craftspeople and photographers must show development in a **personal** way.
- The work submitted for this examination must be produced **unaided**.
- You must **not** produce work for this unit after the 15 hours of supervised time.

Information

- The maximum mark for this paper is 80.
- All questions carry equal marks.
- This paper assesses your understanding of the relationship between different aspects of Art and Design (Graphic Communication).
- There is no size restriction on work produced for this paper.

Advice

- You may discuss your ideas with your teacher before deciding on your starting point.
- You may use any appropriate graphic media, method(s) and materials, unless the question states otherwise.

This paper will test your ability to:

- develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding
- experiment with and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as your work develops
- record in visual and/or other forms, ideas, observations and insights relevant to intentions, demonstrating an ability to reflect on your work and progress
- present a personal, informed and meaningful response demonstrating critical understanding, realising intentions and, where appropriate, making connections between visual, written, oral or other elements.

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

Choose **one** of the following questions.

1 **'Metropolis'**

Produce graphic work for an exhibition called **'Metropolis'**. The exhibition will include photographs, drawings, models and digital animations about the city. Refer to appropriate examples which could include the work of Philippe Apeloig and Richard B Doubleday. You might also like to look at the film and animation work of Jonathan Gales and Factory Fifteen, as well as Fritz Lang's film 'Metropolis'.

2 **Sandwiches, Wraps and Rolls**

Sandwiches, wraps and rolls are popular and convenient snacks. Design graphic work for a brand of sandwiches, wraps and rolls **or** for a book about sandwich making. Refer to relevant examples of illustration or photography, or the packaging designs of Charlotte Raphael, Robot Food or Clinton Smith Design.

3 **Personal Electronics**

Design graphic work for a brand of personal electronic equipment. You might like to produce promotional material or packaging design for a mobile phone, for an MP3 player or for a portable storage media device. When making your response, refer to examples of personal electronic equipment. You might also like to consider the work of Jones Knowles Ritchie, Daniel Freytag or DesignGuys.

4 **Gap Year**

An agency that provides student gap-year travel and arranges voluntary work around the world requires graphics to promote its services. When producing your work, you might like to consider corporate graphics, design for print or web-page design. Refer to appropriate examples, which might include the work of A M Cassandre, Herbert Matter or Alan Kitching.

5 Nursery Rhymes

Nursery rhymes are a rich source of inspiration for illustrators and designers. Produce a book cover design **or** a set of postage stamps based on this topic. Make reference to appropriate examples, which might include the illustrations of Jessie Willcox Smith, Arthur Rackham and Jackie Morris.

6 Rivers, Lakes and Canals

Rivers, lakes and canals provide opportunities for leisure activities and they also create an environment for wildlife. Some are features of our national heritage. Produce graphic work to celebrate or to promote an aspect of rivers, lakes and canals. When making your response, you might like to refer to the work of Norman Wilkinson, Pentagram, Lunatrix Design or Toast Design.

7 Nash Landscape Designers

Nash Landscape Designers specialise in restoring historic gardens. They require graphics to identify and promote the company to potential clients. You might like to look at the graphic work of Stoller Design Group, Johnson Banks Design and Max Losk. Produce a personal response, making reference to appropriate examples.

8 Arts Festival

Arts festivals celebrate poetry, dance, music, drama and the visual arts. Some festivals are international events and have a carnival atmosphere; others are much smaller local events. Investigate relevant examples and produce graphic material to promote an arts festival. When making your response, you might like to look at the work of Hamish Muir and Rudi Meyer and at examples of festival graphics.

END OF QUESTIONS

There are no questions printed on this page