

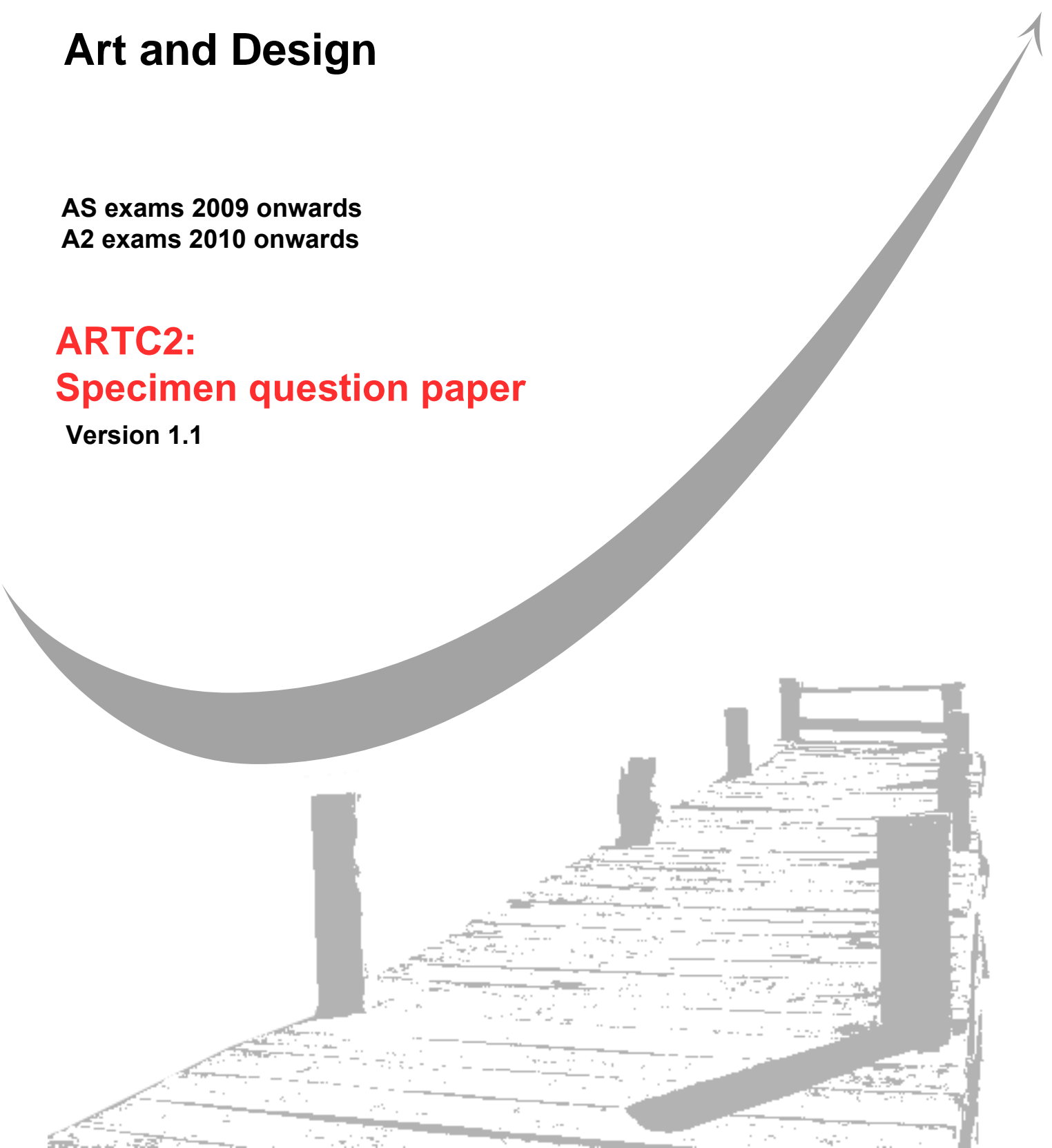
GCE
AS and A Level

Art and Design

AS exams 2009 onwards
A2 exams 2010 onwards

ARTC2: **Specimen question paper**

Version 1.1



SPECIMEN ASSESSMENT UNIT

General Certificate of Education
June 2009
Advanced Subsidiary Examination



ART AND DESIGN (GRAPHIC COMMUNICATION) ARTC2 Unit 2 Externally-set assignment

To be issued to candidates on 1 February 2009 or as soon as possible after that date.
All teacher-assessed marks to be returned to AQA by 31 May 2009.

For this paper you must have:

- 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 must show evidence of personal work relating to your chosen question.
- You must show evidence of research and investigating and developing your ideas. This should include visual work and, if appropriate, annotations or written work. Sketchbooks, workbooks and/or journals may be included.
- The work you produce in the supervised time may take any appropriate form. It is not essential to produce a finished piece during the supervised time 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 supervised time must be produced **unaided**.

Information

- The maximum mark for this paper is 80.
- All questions carry equal marks.
- 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 critical and contextual material with which you are familiar.

Choose **one** of the following questions.

1 *'Type-1'*

A design studio named 'Type-1' hopes to specialise in an innovative approach to typographical work. Research appropriate work and develop ideas for promotional materials to coincide with the launch of the studio.

2 *Menu Cover*

A new restaurant called 'Legato' requires an unusual, interestingly shaped menu cover that will reflect its musical atmosphere. You might research the work of artists and designers, as well as existing menu designs before developing ideas.

3 *'British Bats'*

Develop ideas for **either** a title sequence for a television programme about British bats **or** for the illustration and layout of a magazine article associated with the programme, making reference to appropriate work by artists and/or designers.

4 *'Jetstream'*

'Jetstream', a new low-fares airline requires designs for a logo. Look at existing logo designs and develop your own ideas that could be applied to aircraft **or** publicity material **or** to a motion graphic for a website.

5 *Exhibition Graphics*

A museum requires ideas for an exhibition to celebrate the industrial heritage of the local area. Develop ideas for exhibition signage **or** banners **or** promotional material. Your response should include reference to appropriate work by artists and/or designers.

END OF QUESTIONS