

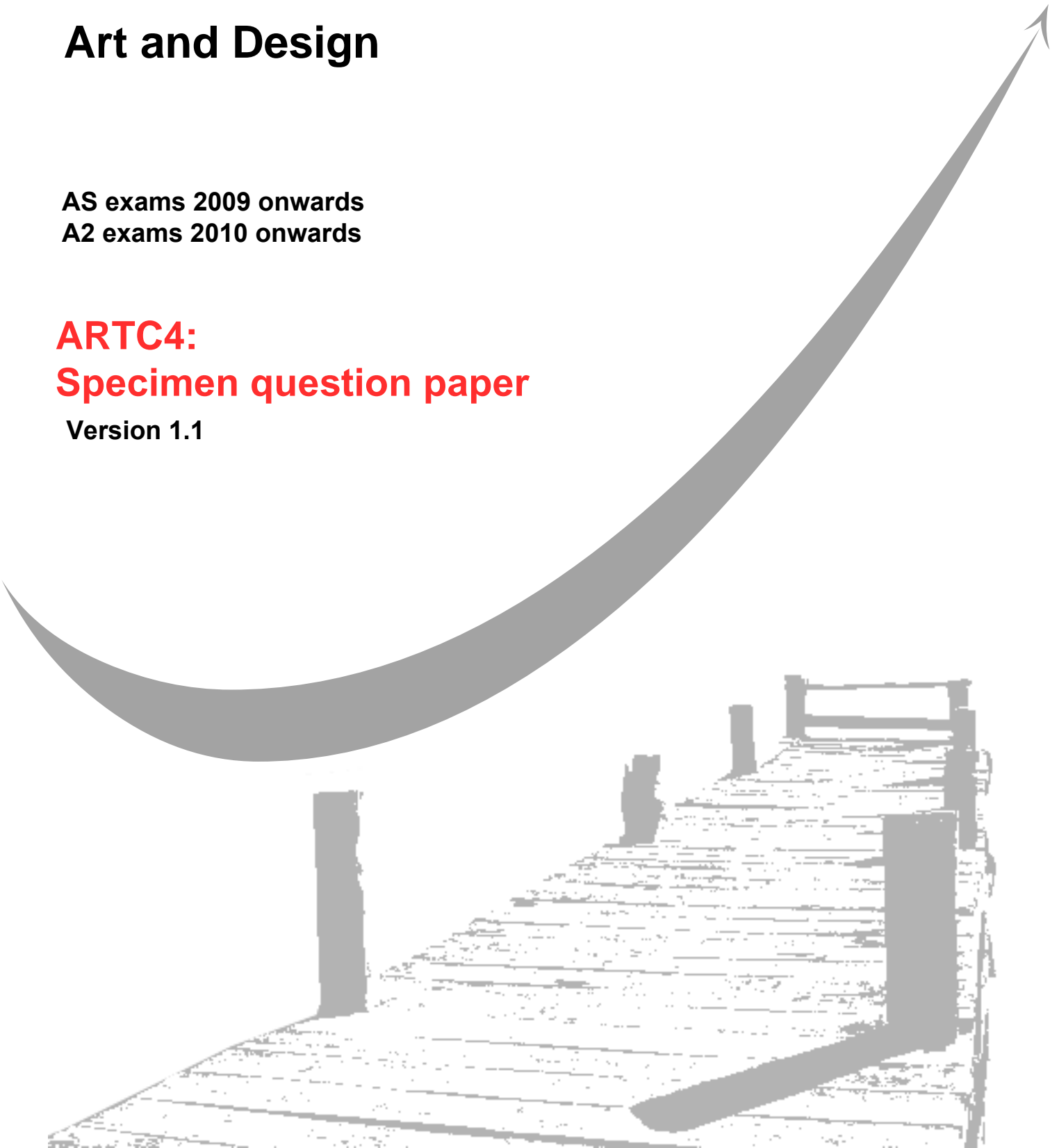
GCE
AS and A Level

Art and Design

AS exams 2009 onwards
A2 exams 2010 onwards

ARTC4: **Specimen question paper**

Version 1.1



SPECIMEN ASSESSMENT UNIT

General Certificate of Education
June 2009
Advanced Level Examination



ART AND DESIGN (GRAPHIC COMMUNICATION) ARTC4 Unit 4 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: 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 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.
- Practical responses to the work of other artists, designers and craftspeople must show development in a **personal** way and should lead to a finished piece or pieces.
- Your work during the supervised time must be produced **unaided**.

Information

- The maximum mark for this paper is 80.
- All questions carry equal marks.
- This paper assesses your understanding of the relationship between the 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 investigation. The contextual references included in questions are intended to be helpful to candidates and are not prescriptive.

Choose **one** of the following questions.

1 *Environmental Graphics*

A town or city that you know requires new designs for its information and direction signs to tourist locations and local amenities. These should provide information simply, be easily seen in busy streets and add to the general appearance of the environment. You might like to look at the work of design groups, such as Pentagram and MetaDesign and develop your own response.

2 *Illustration*

Maurice Sendak, Shirley Hughes, Graham Oakley and Michele Coxon are illustrators known for their detailed and imaginative work. Study a range of book illustrators and make your own response to the following:

‘Of all the strange things that Alice saw in her journey Through The Looking-Glass, this was 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 – ’.

From: LEWIS CARROLL Through the Looking Glass ,Oxford University Press, 1976..

3 *Jazz*

Design graphics to promote a festival of jazz music. You might like to consider the work of artists, such as Kandinsky and Mondrian, and the designer David Carson. Your work could take the form of a poster, **or** a motion graphic, **or** a design for the printed page **or** a website.

4 *Pasta Sauces*

A manufacturer requires designs to identify and promote a range of pasta sauces based on traditional Italian recipes. Investigate appropriate contextual material and the work of design groups, such as Duffy & Partners and Lewis Moberly. Develop a personal response to the brief in the form of label designs **and** promotional material.

5 *'Gulls Behaving Badly'*

A television company is making a programme that will examine the habits, and the sometimes intimidating behaviour, of urban populations of gulls. Investigate appropriate designers, such as Richard A Greenberg and design groups such as Attik. Prepare your own presentation which could be **either** publicity material **or** a title sequence.

6 *Spring Water*

A supplier of still and sparkling spring water is commissioning graphics to promote its products with strong, sophisticated designs. Investigate contextual material and the work of design groups, such as Lippa Pearce and Dew Gibbons. Develop your own designs for **either** promotional graphics **or** labelling and a carrier.

7 *Outdoor Pursuits*

Design imaginative graphics for a travel firm specialising in outdoor pursuits, including sailing, surfing, rock climbing, abseiling and mountain biking. Investigate contextual material and the work of design groups, such as Pentagram or CDT Design. Your designs could be in the form of graphics for a brochure, **or** an animated title sequence for a DVD **or** a website, **or** an in-store display.

8 *Comic Art of the 1950s*

An exhibition of classic comic art of the 1950s is to be held at a gallery or museum near you. You might like to research the work of Frank Hampson, Frank Bellamy and Keith Watson. Develop original designs for **either** publicity material **or** packaging design for exhibition merchandise.

END OF QUESTIONS

There are no questions printed on this page