

General Certificate of Education  
June 2005  
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 start of the examination.  
The examination may be conducted any time between 1 March and 31 May 2005.  
All teacher-assessed marks to be returned to AQA by 31 May 2005.

**In addition to this paper you will require:**  
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 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 may 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** *Punch and Judy*

‘Punch and Judy’ is a potentially rich and dramatic motif to develop into an illustration for a book, a magazine cover or a television graphic. Investigate the techniques of illustrators such as John Vernon Lord, Nicola Bayley and James Marsh and develop a personal response.

**2** *Urban Renewal*

There are many examples of urban renewal projects where abandoned buildings have been transformed into housing, shops, cafés, marinas, galleries and museums. Research an aspect of this theme and explore the work of relevant design groups such as Pentagram and Visionmix. Develop publicity material using any appropriate graphic, lens-based or digital medium for an urban renewal project called ‘The Edge’.

**3** *‘The Taste of Italy’*

A wine importer is planning to launch an Italian wine with the copyline, ‘The Taste of Italy’. The light, crisp, fruity white wine is branded as *Viterbo*. As part of your research you might investigate artists such as de Chirico and Botticelli, and designers such as Murray Zaroni, Joe Duffy and Mary Lewis. Develop your own ideas into an illustration, a full-page advertisement or a presentation box/carrier.

**4** *Coffee*

‘Naylors of York’ import coffee from South and Central America and are looking for imaginative designs for a relaunch of their range of coffee. Research examples of graphic design which might include the work of Lippa Pearce Design and Dew Gibbons. Your work should take the form of package design and must include reference to the country of origin.

**5** *Jazz*

Graphic designers use typography, space, abstract shapes and images to express ideas and to communicate meaning. Prepare work celebrating a festival of jazz music. You might consider looking at artists such as Kandinsky, Alan Davie or Bridget Riley, and designers such as Muriel Cooper, David Carson or Ellen Lupton. Your work could take the form of a poster, a motion graphic, a magazine or a web page design.

**6** *Camouflage*

Camouflage is evident in nature and in wartime it is used to disguise ships, tanks and soldiers. The qualities associated with camouflage, the masking and disguising of form, can be seen in the work of fine artists, photographers and fashion designers. Research appropriate examples and prepare graphic work for a TV programme on camouflage.

**7** *'The Doll Factory'*

'The Doll Factory' is a museum collection of dolls from different cultures, world-wide. Research examples from different cultural backgrounds and periods that might include traditional European, Russian and Japanese dolls. Design a logo for the museum and apply your design to publicity material or a web page.

**8** *Soccer Hooliganism*

A campaign to eradicate soccer hooliganism is to be led with the slogan 'The Shame'. Investigate graphics which highlight other campaigns such as drink driving, speeding or car theft. Your work might use lens-based or digital media to design a website or a short film/video sequence. Alternatively you could design a poster or an illustration for the printed page.

**END OF QUESTIONS**

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