

General Certificate of Education  
June 2006  
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 2006.  
All teacher-assessed marks to be returned to AQA by 31 May 2006.

**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 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 *Environmental Graphics*

A town or city that you know requires new designs for communicating information to visitors and signs to places of interest. These should provide information simply, be easily seen in busy streets and add to the appearance of the environment. Research the work of design groups such as Pentagram and MetaDesign and develop a personal response.

### 2 *Illustration*

Mervyn Peake, Ralph Steadman, Paul Hogarth and Lucinda Rogers have represented people in their illustrations in very different styles. Study a range of book illustrators and make your own response to the following:

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AQA Publications. Tel: 0161 953 1170

### 3 *'The Measurement of Time'*

'The Measurement of Time' is the theme of a major exhibition planned by a national science museum. Investigate work by designers such as Ellen Lupton and Wolfgang Weingart and develop your own ideas which could be for a poster, a brochure, a page for a website or an exhibition screen.

### 4 *Spices*

Design packaging for a range of spices imported from Asia or South America. Research existing packaging, which could include work by Duffy & Partners, Turner Duckworth and Lewis Moberly. Produce your own work which must include reference to the place of origin.

### 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 work by designers such as Richard Greenberg and design groups such as The Attik. Prepare your own presentation which could be publicity material or a title sequence.

### 6 *Ice Cream Parlour*

'Angelo', an ice cream parlour, is looking for imaginative graphics to promote the business and to reflect its Art Deco interior. Research a range of contextual material, which could include the work of design groups such as Interbrand, and create your own work which could be two **and/or** three-dimensional.

### 7 *'Transport: Towards the Next Century'*

Design graphic work for an international symposium entitled 'Transport: Towards the Next Century'. Your work should include the title, the venue and the year. Investigate suitable contextual material and the work of appropriate designers such as Massimo Vignelli and Neville Brody. Your work could be in the form of a conference folder or an animated sequence.

### 8 *How Not to Fly*

Develop your ideas to design and illustrate a page layout for a magazine feature that takes an irreverent look at man's attempts to fly, from the flying machines of Leonardo da Vinci to the earliest aeroplanes. Research contextual material by designers such as Alexey Brodovitch and David Carson and design groups such as Why Not Associates.

**END OF QUESTIONS**

**There are no questions printed on this page**