



General Certificate of Education  
Advanced Subsidiary Examination  
June 2009

# 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.
- Following a period of initial research you should produce work of a developmental nature within the supervised period of 5 hours.
- The work produced in the supervised time may take any appropriate form.
- Work carried out during the supervised time may lead to further work of a developmental nature or to the completion of a final piece or pieces.
- You must show evidence of personal work relating to your chosen question.
- You must show evidence of research, 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 and craftspeople must show development in a **personal** way.
- Your work during the supervised time must be produced **unaided**.

### Information

- All questions carry equal marks.
- The maximum mark for this paper is 80.
- 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.

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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.

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**1** *Poverty*

Produce graphics for a campaign that aims to raise awareness of poverty. Refer to appropriate examples and develop ideas based on some aspect of this theme.

**2** *Travel Card*

A national transport company is looking for designs for a travel card to be branded 'Transcard'. Refer to examples of branding and develop ideas for a distinctive design for a card and wallet, **and** for a window sticker for shops offering a 'top-up' facility.

**3** *Animals*

Illustrations of animals are often realistic, but in children's books, animals are sometimes portrayed with human characteristics. Investigate appropriate examples and develop your own work.

**4** *An Internet Games Café*

An Internet games café is looking for imaginative and original graphic work to promote its business. Research promotional graphics and develop ideas in any appropriate format. Carefully consider the relationship between typography and image.

**5** *Jewellery*

A designer needs imaginative graphics to promote and package unusual hand-crafted jewellery for young people. Look at appropriate examples and develop your own ideas.

**END OF QUESTIONS**