



General Certificate of Education  
Advanced Subsidiary Examination  
June 2010

# Art and Design (Graphic Communication)      ARTC2

## Unit 2 Externally Set Assignment

To be issued to candidates on 1 February 2010 or as soon as possible after that date.  
All teacher-assessed marks to be returned to AQA by 31 May 2010.

**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 and of 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.
- The work submitted for this unit 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.

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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** *Collections*

Collections can be privately owned and small scale. They can also be large, such as those found in museums and galleries. They can be evocative of other times, places or cultures. Refer to appropriate examples in developing ideas for graphics associated with an exhibition of a particular collection.

**2** *Festival, Carnival or Parade*

Produce graphic work to promote a festival, carnival or parade. Refer to appropriate examples, select a particular event and consider ways in which the atmosphere of your chosen event will be communicated in your work.

**3** *Fashion Accessories*

A retailer specialising in fashion accessories is looking for imaginative and appealing graphics for its shops and catalogue. Investigate appropriate examples of promotional material, packaging design or corporate graphics and develop your ideas in **one** of these areas.

**4** *Wind Power*

The potential of wind power is of considerable importance at a time of global warming. Investigate the graphic possibilities associated with this issue. Look at appropriate examples that might include illustration, branding, packaging or promotional material and develop a personal response.

**5** *Toys*

Investigate children's toys from the past and from more recent times, such as dolls, dolls' houses, teddy bears, soldiers, boats and tin motor cars. Refer to appropriate examples of illustration, promotional material, exhibition graphics or packaging design and develop your own work.

**END OF QUESTIONS**