



General Certificate of Education  
Advanced Level Examination  
June 2010

# Art and Design (Graphic Communication)      ARTC4

## Unit 4 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

- 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 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 examination must be produced **unaided**.
- You must **not** produce work for this unit after the 15 hours of supervised time.

### Information

- The maximum mark for this paper is 80.
- All questions carry equal marks.
- This paper assesses your understanding of the relationship between 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.

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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 appropriate critical and contextual material.

Choose **one** of the following questions.

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**1** *'In the Mind'*

A flagship television series called 'In the Mind' is making a programme that explores people's feelings towards circus clowns. Explore appropriate contextual material that could include the work of artists, photographers and designers. Design graphics associated with the programme.

**2** *'Lord of The Flies'*

Research the work of illustrators, such as Dennis Balogh, Joe Morse and Jerry Hoare and respond in your own way to the following:

'Piggy eyed the advancing figure carefully. Nowadays he sometimes found that he saw more clearly if he removed his glasses and shifted the one lens to the other eye; but even through the good eye, after what had happened, Ralph remained unmistakably Ralph. He came now out of the coco-nut trees, limping, dirty, with dead leaves hanging from his shock of yellow hair. One eye was a slit in his puffy cheek and a great scab had formed on his right knee. He paused for a moment and peered at the figure on the platform. "Piggy? Are you the only one left?"'

**3** *Free-Range Eggs*

Produce graphic work to increase consumer demand for free-range eggs in order to improve animal welfare. Respond in an appropriate format, making reference to contextual material which could include the work of Saatchi and Saatchi, Pentagram Design and Paul Belford.

**4** *Summer*

Investigate an aspect of summer such as fashion, holidays and travel, alfresco eating, sea, sand and sandals. Explore appropriate contextual material and develop graphic work which might be in the form of illustration, promotional material, design for print or packaging.

**5** *Gargoyles*

Design graphic work associated with an exhibition about gargoyles. Refer to contextual material which might include the work of illustrators, photographers, designers and design groups such as Jannuzzi Smith and Baumann & Baumann.

**6** *A Journey*

Design graphic work that documents or communicates the experiences of a journey. This could be a walk in the landscape, in the town or in the city, or a daily commute that involves transport. Explore contextual material that might include the work of Richard Long, Monet's paintings of *Gare Saint Lazare*, the posters commissioned by Frank Pick, and Harry Beck's map of the London Underground.

**7** *Personal Data*

The transmission and security of personal data is an important and controversial issue in all societies where databases are widely used. Produce graphic work either for a television programme **or** for a magazine article related to this subject. You might like to refer to the work of Siobhan Keaney, Mark Porter and Stephen Coates.

**8** *Knitwear*

A fashion retailer specialising in designer knitwear is looking for graphics to revitalise its image and to promote its merchandise. When making your response, you might like to look at the designs of Graphic Thought Facility and Dew Gibbons, corporate graphics by Identica, and the work of knitwear designers such as Missoni.

**END OF QUESTIONS**

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

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Question 2: *Lord of the Flies*, WILLIAM GOLDING, Faber and Faber, 1962, page 191. Copyright © William Golding.  
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