



General Certificate of Education  
Advanced Subsidiary Examination  
June 2011

# Art and Design (Graphic Communication) ARTC2

## Unit 2 Externally Set Assignment

To be issued to candidates on 1 February 2011 or as soon as possible after that date.  
All teacher-assessed marks to be returned to AQA by 31 May 2011.

**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, craftspeople and photographers 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** *Cycling*

Cycling is a colourful sport and a leisure activity that can contribute to a modern, healthy lifestyle. It can also provide economic, pollution-free transport in cities and it is popular across the world. Design graphic work to raise public awareness of the benefits of cycling, making reference to appropriate work by others.

**2** *Footwear*

Develop ideas to promote or package a brand of adult or children's footwear. Refer to appropriate work, which could include graphics related to fashion, leisure or sportswear, and produce a personal response.

**3** *Garden Design*

Garden design can be applied to large public gardens, domestic gardens, patios, balconies and gardens in unusual spaces. Investigate examples and produce graphic work **either** for a publication about gardens **or** to promote a firm of garden designers.

**4** *'Classic Children's Comics'*

Produce graphic work for an exhibition called 'Classic Children's Comics' which will include examples of the original artwork for children's comics from the twentieth century. Refer to appropriate examples and develop your own ideas which might include promotional material or imaginative packaging for exhibition merchandise.

**5** *Seafood*

The visual qualities of seafood, such as fish, lobsters and crabs, present many opportunities for the illustrator and designer. Look at appropriate examples, such as branding, corporate graphics, promotional material or design for print, and develop your own ideas.

**END OF QUESTIONS**