



General Certificate of Education
Advanced Subsidiary Examination
June 2012

Art and Design (Graphic Communication) ARTC2

Unit 2 Externally Set Assignment

To be issued to candidates on 1 February 2012 or as soon as possible after that date.
All teacher-assessed marks to be returned to AQA by 31 May 2012.

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.

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.

1 *Outdoor Pursuits*

Produce graphic work to promote an outdoor pursuits club at your school or college. Look at appropriate examples that could include illustration, logo design and promotional graphics, and develop your own ideas.

2 *Film Rental*

Develop ideas for graphics to promote a mail order DVD rental business which offers a fast, reliable, easy-to-use service for people who like to watch films at home. Look at appropriate examples that could include packaging design or promotional materials.

3 *Bridges*

Bridges can be either spectacular examples of engineering or they can be simple structures. Develop ideas for graphic work to promote or to celebrate a bridge or bridges, making reference to examples that could include brochures, posters, packaging, or postage stamp designs.

4 *Society Today*

There are many issues that cause concern in society today. Investigate appropriate examples and develop ideas for graphics in response to an issue that concerns you. Your work could be for a television programme **or** for a publication **or** for an exhibition.

5 *Fossils*

Fossils hold a fascination for many people, and their visual qualities can provide the illustrator and designer with exciting material. Develop graphic work for a book **or** for an exhibition **or** for a television programme about fossils, making reference to appropriate work by others.

END OF QUESTIONS