



General Certificate of Education
Advanced Level Examination
June 2012

Art and Design (Graphic Communication) ARTC4

Unit 4 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

- 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, craftspeople and photographers 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.

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.

1 *Rocking Horses*

Rocking horses have a long history, and some craftspeople continue to make hand-carved examples today. Produce illustration work for a publication **or** graphics for an exhibition **or** a television programme about rocking horses. You might like to consider the illustrations of Christopher Wormell and Nicola Bayley. You may also like to look at the work of the company F H Ayres, makers of rocking horses.

2 *Spark 66*

Spark 66 is a film and television company that requires graphics to identify and promote its image. When producing your own work, you may consider approaches such as branding, motion graphics, print and packaging design. You might like to look at the work of David Carson and Paul Bridges and design groups such as Velvet Design and Why Not Associates.

3 *Voluntary Emergency Services*

Produce graphics that raise public awareness of the work of a voluntary emergency service such as the RNLI, Mountain Rescue or International Red Cross. When making your response, refer to appropriate examples that might include the work of Mike Afford and design groups such as Hat-trick Design and Streeten Design.

4 *'Music to Live'*

'Music to Live' is the name given to a series of music productions, concerts and festivals. Produce graphic work for associated material such as posters, CD packaging or motion graphics. You might like to consider the work of Sam Egarr, Franco Grignani and Josef Müller-Brockmann when making your response.

5 *Words with Impact*

A firm of copywriters called *Words with Impact* specialises in providing copy for the advertising industry. Design graphics for the company, making reference to appropriate examples of corporate and promotional graphics which could include motion graphics or website design. When making your response, you might like to look at the work of Zenith Design Group, Gabor Palotai and Mirco Pasqualini.

6 *'Through the Looking Glass'*

An agency wishes to promote illustrators' work with playing cards that portray different characters from Lewis Carroll's *'Through the Looking Glass'*. When producing your own work for one or more playing cards, you might like to refer to the work of illustrators and artists such as John Tenniel, Peter Blake and Ralph Steadman.

7 *Heritage and Tradition*

Designers sometimes use the idea of heritage and tradition to promote the authenticity of a brand. Produce graphic work for a brand of speciality food or drink. You may refer to examples of promotional materials or packaging design and labelling which could include the work of design groups such as Turner Duckworth and Duffy & Partners.

8 *Tetradel*

Tetradel is a logistics company which requires graphics to promote its worldwide freight and courier services. When making your response, you might like to refer to examples of corporate graphics and vehicle livery design. You may also like to consider the work of Blake Cotterill Design, Lunatrix Design and Rumba Graphic Design Limited.

END OF QUESTIONS

There are no questions printed on this page