



General Certificate of Education
Advanced Subsidiary Examination
June 2013

Art and Design (Graphic Communication) ARTC2

Unit 2 Externally Set Assignment

To be issued to candidates on 1 February 2013 or as soon as possible after that date.
All teacher-assessed marks to be returned to AQA by 31 May 2013.

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 *Small Mammals*

Small mammals often feature in books about natural history and the countryside and they are frequently the subject of illustrations for children's stories. Refer to appropriate examples and develop ideas for a book cover **or** for an illustrated double-page spread.

2 *Sports Icons*

Graphic work is required to celebrate the achievements of sports icons from the past or present. Research appropriate sources and produce ideas for a set of postage stamps **or** for material for a television programme.

3 *'Griffin & Green'*

Produce graphic work for 'Griffin & Green', a company that specialises in musical instruments. Look at appropriate sources, such as musical instruments, corporate graphics, promotional materials and/or packaging design, when developing your ideas.

4 *'Recycling Works'*

A local authority requires graphic work to reinforce its environmental campaign 'Recycling Works'. Look at appropriate examples and develop ideas for promotional materials that could include designs for print **or** a short animation for film or television.

5 *Train Company*

A train company requires a new logo to revitalise its image. Investigate examples of corporate graphics and develop your own ideas for a logo design. You should show how the design would be applied to train livery **and/or** publicity material.

END OF QUESTIONS