



General Certificate of Education
Advanced Level Examination
June 2013

Art and Design (Graphic Communication) ARTC4

Unit 4 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

- 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 *Funfairs*

Graphics are required for an exhibition celebrating the atmosphere and thrill of the funfair. You might produce designs for publicity material, an exhibition catalogue or a title sequence for a short film about funfairs. Research funfairs, and refer to contextual material that could include the work of illustrators, photographers and designers.

2 *Satire*

Satire has a history of making fun of the rich and powerful. Produce graphics for a satirical television programme, a stage review or a satirical magazine. You might like to look at the illustrations of George Cruikshank, Barry Blitt and Rodney Pike.

3 *'Wm Cobb's Village Bakery'*

'*Wm Cobb's Village Bakery*' wants to launch its image as a provider of traditionally crafted bread, cakes and pastries. Produce graphic work that could include a logo and livery design, promotional materials or packaging design. In making your response, you might like to look at the work of Smith and Milton, Landor Associates or NXL Design.

4 *Coast*

Design graphic work associated with a seaside town, a holiday resort, a port or a coastal industry. Your work might be for a tourist board, for a publication or for a television programme. Investigate appropriate examples which might include the work of Pentagram, McCann Erickson and/or the posters of Frank Newbould.

5 *'Optakom'*

'Optakom' is a new broadband provider that requires graphics to identify and promote its high-speed internet access, satellite television channels and telephone services. Design graphics for the company, making reference to appropriate work by others which could include motion graphics and website design.

6 *Regeneration*

The regeneration of abandoned industrial areas is changing our urban landscape through the creation of shops, homes, piazzas and places of entertainment. Produce graphic work to raise public awareness of, and civic pride in, a regeneration programme. When producing your work, refer to appropriate examples that could include the work of CDT Design, Nick Bell Design or April Greiman.

7 *'Jago's Overlanders'*

Produce graphic work to identify and promote *Jago's Overlanders*, a company that provides the challenge and excitement of overland adventure travel. When making your response, you might like to consider approaches such as branding, motion graphics or design for print or packaging. Refer to appropriate examples which might include work by DazPix, Spin Graphics and Wild Dog Design.

8 *'Crisis Today'*

'Crisis Today' is a television documentary series that examines contemporary global issues such as war, famine, human rights and the environment. The programme developers require graphics for the series. When producing your response, you might like to refer to promotional material or motion graphics. Examples can be seen in the work of DNB Creative, Mike Afford, Renderon Broadcasting Design or Atomic Media.

END OF QUESTIONS

There are no questions printed on this page