



General Certificate of Education  
Advanced Subsidiary Examination  
June 2014

## Art and Design (Graphic Communication)    ARTC2

### Unit 2    Externally Set Assignment

To be issued to candidates on 1 February 2014 or as soon as possible after that date.  
All teacher-assessed marks to be returned to AQA by 31 May 2014.

**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 'The Hidden Eye'**

A museum is planning an exhibition of photography and film called 'The Hidden Eye'. Develop ideas for promotional graphics **or** for a television programme associated with the exhibition, making reference to relevant work by others.

**2 Garden Seeds**

A company requires graphics to promote its range of flower and vegetable seeds. You might like to consider approaches such as illustration, packaging design or promotional graphics. Refer to appropriate work by others and produce a personal response.

**3 Language School**

A local language school that provides expert tuition in European languages requires graphics to identify and to promote its residential and online courses. Consider relevant examples of corporate graphics or advertising materials when developing your ideas.

**4 'Ashpan'**

'Ashpan' is an independent sound studio that offers recording services to aspiring musicians. Develop ideas for graphic work to promote the company, making reference to appropriate work by others.

**5 Video Game**

Produce graphics for a video game. Your ideas might be for the characters, for the background or setting, for the title sequence or for the packaging. Refer to appropriate examples and produce your own work.

**END OF QUESTIONS**