

General Certificate of Secondary Education  
June 2003



**ART AND DESIGN (GRAPHIC DESIGN)  
Controlled Test**

**3203/T**

To be issued to candidates four weeks prior to the examination

All teacher-assessed marks to be returned to AQA by 31 May

<p><b>In addition to this paper you will require:</b> appropriate art and design materials.</p>
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Time allowed: 10 hours

Preparatory period: 4 weeks

**Instructions**

- Read the paper carefully. Before you start work make sure you understand all the information.
- Answer **one** question.
- You have a four week preparatory period to research, investigate and develop your ideas. Your work during this period could be in sketchbooks, journals, design sheets, studies or any other appropriate form of preparation.
- You are allowed ten hours to produce your final piece or pieces.
- The work submitted for this examination must be your own unaided work.
- You must hand in your final piece(s) and the preparatory work at the end of the examination.

**Information**

- Your work will be marked out of 60.
- All your work, including the work done during the preparatory period, will be marked.

**Advice**

- You may discuss your ideas with your teacher before deciding on your starting point.
- You should make sure that any materials or equipment which you might need are available before you start your ten hours of supervised work.
- You may take all your preparatory work into the examination sessions.
- You should look at examples of the work of other artists, craftspeople and/or designers as part of your research.
- You may work on further supporting studies until you have completed your final piece(s).
- You may use any appropriate graphic design medium, method(s) and materials, unless the question states otherwise.

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Your work will be marked according to how well you have shown evidence of:

- recording observations, experiences and ideas in forms that are appropriate to your intentions;
- analysing and evaluating images, objects and artefacts, showing understanding of context;
- developing and exploring ideas, using media, processes and resources, reviewing, modifying and refining your work as it progresses;
- presenting a personal response, realising your intentions and making informed connections with the work of others.

Choose **one** of the following starting points.

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### 1 *Sign System*

A sign system helps to convey information quickly and efficiently.

Design a series of interior signs or banners to guide customers to specific areas of a large department store. Your designs should include both words and imagery and must be presented in a way that indicates the intended size of the signs or banners.

### 2 *Expressionism*

The medium of the print, especially woodcuts, can be used to produce dramatic images. Artists such as Käthe Kollwitz, Ernst Ludwig Kirchner and Emil Nolde relied on the directness of printmaking to achieve their effects.

Choose a band whose music you think is appropriately raw and energetic and, from your studies of Expressionism, produce:

**EITHER** (a) a poster for one of the band's concerts;

**OR** (b) designs for a series of three CD covers.

### 3 *Australasia*

'Journeys' is a recurring theme in the art of Australasia, often as a result of the nomadic lifestyle adopted by peoples such as the Australian Aborigines and the New Zealand Maoris.

From your research, design promotional material including a container for an in-flight meal, a tail fin design and a luggage tag for 'Australasian Airlines'.

#### 4 *Repeated Images*

Artists such as Andy Warhol have used repetition of imagery in various ways and to striking effect.

Take *Repeated Images* as your starting point and produce work based on:

**EITHER** (a) internal workings;

**OR** (b) architectural detail.

#### 5 *The Moving Figure*

Movement can be suggested by a number of graphic and photographic techniques. Examples can be found in fine art and photography – Eadweard Muybridge and Giacomo Balla for instance – and in comics, advertisements and illustration.

From your investigations of figures in movement, produce a design suitable for a mural for your local sports hall or community centre.

#### 6 *Themed Restaurant*

A new themed restaurant is opening and will be based on the work of a famous designer or artist.

Choose a designer or artist and develop and present your design proposals for this new restaurant.

#### 7 *Illusion*

Look at the suggestions below based on the theme of *Illusion*. You may take one of these as a starting point or you could develop your own interpretation of the theme.

- (a) Create work in which one or more images metamorphose into others.
- (b) Design the packaging for a new perfume called 'Mirage'.
- (c) Produce a storyboard for a television programme about magic.

**END OF QUESTIONS**