

General Certificate of Secondary Education
June 2004



**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

In addition to this paper you will require:
appropriate art and design materials.

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 should 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.

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.

1 *Signs*

Signs have been an integral part of the urban environment for centuries. From your studies of shop signs past and present, produce designs for:

EITHER (a) a shop sign to hang outside a new music megastore;

OR (b) a neon sign to promote a sportswear outlet.

2 *Cubism*

In the 1980s David Hockney looked at the work of Picasso and the Cubists for inspiration for his own work. He began experimenting with a technique which used overlapping photographs and multiple viewpoints, which he called 'joiners'.

Study this technique and design a range of publicity material for an exhibition at the Cannon Street Gallery called 'Cubism Revisited'.

3 *South Asia*

Hand-printed block prints are a traditional graphic product used in South Asia. From your research into block printing produce:

EITHER (a) designs for a carrier bag, a swing ticket and the cover of a samples booklet for 'Chikan Textile Importers';

OR (b) packaging designs for a new range of cosmetic products called 'Shisha'.

4 *The Art of Protest*

People express themselves visually even in the most desperate and difficult circumstances, and work produced under such conditions is often powerful and even shocking.

Look at examples of the art of protest produced during periods of conflict or oppression, such as the Russian Revolution and the Vietnam war. Using mixed media, produce a poster design on an issue about which you feel strongly.

5 *Book Illustration*

Illustrators of children's pop-up and activity books use moving elements to create interest and impact. Investigate paper-engineering techniques and design a double page spread for a children's book about insects.

6 *Symbols*

Visual symbols are often used to convey information quickly and effectively, such as on road signs. Or they may be used to replace words which might otherwise need to be written in several languages, for example in an international airport.

From your research into suitable examples, design a set of **six** symbols for **one** of the following:

- (a) a camping site;
- (b) a school or college;
- (c) a shopping centre.

7 *Differences*

Look at the suggestions below based on the starting point *Differences*. You may use one of these suggestions or you could develop your own interpretation.

- (a) Websites are important marketing tools for many companies. You could explore a range of suitable examples and develop designs for web page(s) for a company called 'Clothing with a Difference'.
- (b) You might look at a range of magazine covers and create your own front cover for a new monthly interior design magazine called 'Different Spaces'.
- (c) Some artists and filmmakers have explored the passage of time in their work. You could research appropriate examples and produce a storyboard, film or animation sequence based on differences over time, such as day and night or growth and decay.

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE