

General Certificate of Secondary Education  
June 2005



**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 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.

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### 1 *Still Life*

Still life is an enduring theme in art and design and can be an intimate study of everyday objects, such as coffee pots, wine bottles and newspapers.

Study the still life work of suitable artists and design a logo for an establishment called *Café des Artes*. Show how your logo might be used on a waiter's apron **and** a menu.

### 2 *Fauvism*

The early twentieth-century paintings of the Fauves, notably by Derain, Dufy, Matisse and Vlaminck, are known for their spontaneous use of vivid and contrasting colours.

From your studies of Fauvism and experiments with colour and mark-making, design the packaging and the CD label for the computer software programme *Hotwire 1*.

### 3 *Central America*

The ancient civilisations of Central America, such as the Mayans, Aztecs and Toltecs, were great traders and left a rich legacy of art and architecture.

From your research into the art and artefacts of Central America, design point-of-sale materials for the launch of a new range of products which promises a fair deal for the local workers. Prepare designs for both *Coffee and Spices*, which must include the words "Fair Trade Produce From Central America".

### 4 *Calendar*

Calendars could be made in an infinite variety of sizes, shapes and formats, for example inflatable, kinetic, constructed or modular.

Investigate the experimental use of materials and appropriate technologies, and produce a calendar for 2006.

## 5 *Pattern*

Repeating a simple motif can often produce effective designs. Many examples can be seen in the fabrics, tiles, ceramics and furniture of your own and other cultures.

Use *Pattern* as your theme and take the shapes of letterforms as your source material. Design one of the following for a prestigious international publishing house:

**EITHER** (a) a relief panel or panels to be displayed in the company foyer;

**OR** (b) end papers for the front and back of a book.

## 6 *Television Programme Promotion*

Graphic artists are often commissioned to produce promotional material for television programmes.

Look at appropriate examples and produce **one** of the following to promote a new television series entitled *The Seven Deadly Sins*:

(a) an illustration to be used in a TV listings magazine;

(b) a short promotional film, video or animation;

(c) a billboard design.

## 7 *Identity*

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

(a) A town council has decided to re-brand the town's image in order to attract younger visitors. You could study examples of local tourist publicity materials and develop designs for a set of deckchair slings based on holiday stereotypes or clichés.

(b) Fingerprints, iris recognition techniques, blood and DNA samples can all be used to identify individuals. You could look at the imagery generated by scientific techniques and design a banner to be used at a police conference on crime detection.

(c) You might look at both visual and typographic sources and design a selection of items of stationery for a costume hire company called *I-Ds*.

**END OF QUESTIONS**

**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**