

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

For this paper you must have:

- 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 *Surfaces*

Surfaces provide important sensory experiences for people who are visually impaired.

Research learning materials for children and design **three** sample pages for an alphabet book to be used by children with impaired vision. Your designs should exploit imagery in relief and/or have a tactile quality.

2 *The Bauhaus*

Founded in Germany in 1919, the Bauhaus school of art introduced radical ideas which still influence many aspects of contemporary design. Bauhaus designers developed a distinctive typographic style characterised by the use of sans serif typefaces, over-sized numerals, and horizontal and vertical rules (bars).

Look at examples of Bauhaus typography and from your studies design promotional material or inventive packaging for a Bauhaus-style tubular chair called *Breuer-Metall 25*.

3 *Illustration*

Figures of speech are often used for emphasis and can suggest powerful, amusing or disturbing visual images.

Choose a figure of speech, such as 'he's got eyes in the back of his head', which could be used for the title of a new book. Look at relevant examples of book illustration and produce your own work that would be suitable for the cover of the book.

4 *North Africa*

The rich colours and patterns of North Africa have been inspirational to many artists, including Henri Matisse and Wyndham Lewis.

Take your inspiration from the art, architecture, ceramics or textiles of the region and produce designs for:

EITHER (a) a double page spread in a cookery book called *Spices – the Essence of North African Cuisine* by Fatima Choukri;

OR (b) the shop front and menu for a Moroccan restaurant called *B'stilla*.

5 *Movement*

There are many graphic devices and photographic techniques for showing actual or implied movement. For example blurring, overlapping, repeating or arrows and directional marks.

From your investigations into such devices and techniques, design a set of three or more motifs to be used on tee-shirts and other promotional materials for a series of charity fun runs. Your design should include the slogan *Run Britain 10k Fun Run 2006*.

6 *The 'Tech' Bus*

Your Education Authority has acquired a double-decker bus which it intends to convert into a mobile classroom. It will be fully equipped with resources, materials, tools and equipment, enabling Technology workshops to be held at schools, youth groups and community centres.

Investigate the work of artists and graphic designers who have used new technology in their work and produce designs in either two or three dimensions for the outside surfaces of *The 'Tech' Bus*.

7 *Location*

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

- (a) Look at how tourist information is designed and displayed. From your research you might produce an illustrated leaflet including a map and other information for a local tourist destination.
- (b) Local action groups, community projects and small organisations are increasingly using the internet as an effective means of communication. You could investigate suitable websites and design one of your own for a local community arts project.
- (c) Artists and filmmakers often express the importance of choosing the right location for their work. You could research appropriate examples and produce a storyboard, animation sequence or film in which the location is of prime importance.

END OF QUESTIONS

There are no questions printed on this page