

**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.

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### 1 *Points of View*

Magazines face fierce competition to be noticed on crowded news-stands. Most publications adopt a distinctive, easily recognisable style.

Look at magazine covers, and design the masthead and cover layout for a new publication called *Points of View*, which reports on the arts, politics and sport.

### 2 *Classical Art*

Many of our aesthetic values are based on those found in Classical art – the art, architecture and artefacts produced by the ancient Greeks and Romans.

Investigate the work from these civilisations and design **one** of the following:

- (a) the packaging for three differently scented soaps from the *Classical Perfumes* range;
- (b) a leaflet to guide visitors around *The Stamford Green Roman Villa*;
- (c) a black and white illustration to be used by a craft centre selling clothing and jewellery, called *Minerva Crafts*.

### 3 *You are what you eat!*

The artist Giuseppe Arcimboldo produced paintings in which objects were arranged to form fantastical portraits.

Explore such work and use your studies to help you to design a banner to be used by the Campaign for Healthy Eating. The banner must include the slogan *You are what you eat!*

#### 4 *Constructivism*

The Constructivist movement in the early twentieth century reflected Russia's mood of innovation and revolution.

Study the work of artists such as Alexander Rodchenko, Naum Gabo and Vladimir Tatlin. Design either a website or promotional materials for an exhibition entitled *Agitprop – the graphics of revolution in Russia*.

#### 5 *Billboard Design*

Railway companies in Great Britain in the 1930s were keen to promote rail travel as a means of visiting the coast or the countryside to enjoy the benefits of outdoor life. Railway posters of that time were characterised by their use of stylised imagery and a limited palette of flat colour.

From your studies of poster art of the 1930s and your experiments into the stylisation of imagery, design a billboard for a company that wishes to promote the health-giving properties of its vitamin tablets.

#### 6 *Exhibition Centrepiece*

Companies often use three-dimensional graphics to create impact and to promote their products or their message.

From research into suitable structures and materials, design a free-standing centrepiece for an exhibition stand for a manufacturer of power tools called *Rhino*.

#### 7 *Recycling*

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

- (a) You might prepare designs for a set of logos to be used by your local council to identify areas for depositing domestic waste such as glass, paper, plastic or metal.
- (b) You could produce an animation, short film or illustration which uses broken or unwanted domestic appliances metamorphosing into something else.
- (c) You may wish to produce designs for a shop front and/or promotional material for a charity called ReCycle.

**END OF QUESTIONS**

**There are no questions printed on this page**