

General Certificate of Secondary Education
June 2008



**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 *The Body*

Since the Renaissance, artists have been fascinated with human anatomy, investigating how the body works, moves, grows and ages.

Use your research into the study of anatomy and representation of the human form to design the cover for a new book on complementary medicines. The book concentrates on treating the person as a whole, including lifestyle, diet and the environment and is entitled *Treat Yourself – the A-Z of Complementary Medicine*.

2 *Impressionism*

Images from fine art have often been used by the advertising industry to promote a variety of products.

Look at examples of French Impressionism and select a work to modify, update or animate to promote a product of your choice on:

EITHER (a) a web page

OR (b) a billboard.

3 *Packaging*

A new high specification digital camera is to be launched, called the *digi-image2*.

Look at the work of designers who use new media to create contemporary graphic design, for example David Carson and April Greiman, and look at how small electronic goods are packaged and marketed. Produce your own designs for the packaging of the *digi-image2*.

4 *Japan*

Anime is a style of animation developed in Japan by artists such as Osamu Tezuka, Go Nagai and Yoshiyuki Tomino. They use both hand-drawn and computer-assisted techniques with strong visual references to the distinctive style of Japanese Manga comics.

From your studies of Japanese *Anime* produce work for a film about martial arts, in the form of:

EITHER (a) an animation sequence

OR (b) a storyboard.

5 *Logo*

‘Johnson, Kennard and Lehman’ is a long-established company manufacturing high quality musical instruments.

From your studies of musical instruments and appropriate graphic references, design a logo for the company which reflects its status as market leader. Show how your design might be used on company stationery, delivery vehicles **and** key rings.

6 *Architectural Details*

Many graphic designers carefully select, crop and enlarge details to create powerful visual impact. Use such techniques to produce designs for a set of three square format stamps, of different denominations, celebrating local architecture.

7 *Traditions*

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

- (a) Look at examples of traditional crafts such as letterpress printing, sign-writing, bookbinding and letter-cutting. You might design materials to be used to increase awareness of these traditional skills.
- (b) Traditional customs and celebrations take place in many parts of the world, some of which go back centuries. You could investigate traditional events in your location and produce designs for publicity material to promote one of these events.
- (c) You might illustrate how to prepare and cook a traditional recipe.

END OF QUESTIONS

There are no questions printed on this page