



General Certificate of Secondary Education  
June 2010

# Art and Design (Graphic Communication)

42032

## Unit 2 Externally Set Task

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

### Instructions

- Read the paper carefully. Before you start work, make sure you understand all the information.
- Respond to **one** question and produce a personal response.
- You have a 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 personal response outcome(s).
- The work submitted for this examination must be your own unaided work.
- You must hand in your personal response outcome(s) and the preparatory work at the end of the examination.

### Information

- Your work will be marked out of 80.
- 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 the examination sessions.
- You may take all your preparatory work into the examination sessions.
- You should, when developing your personal response, make appropriate connections with other sources such as the work of artists, craftspeople and/or designers.
- You may work on further supporting studies until you have completed your personal response outcome(s).
- You may use any appropriate graphic medium, method(s) and materials, unless the question states otherwise.

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Your work will be marked according to how well you have shown evidence of:

- developing ideas through investigations informed by contextual and other sources, demonstrating analytical and cultural understanding
- refining ideas through experimenting and selecting appropriate resources, media, materials, techniques and processes
- recording ideas, observations and insights relevant to your intentions in visual and/or other forms
- presenting a personal, informed and meaningful response demonstrating analytical and critical understanding, realising intentions and, where appropriate, making connections between visual, written, oral or other elements.

Choose **one** of the following starting points.

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### 1 *Viewpoints*

Books and manuals which aim to improve knowledge or skills in activities such as playing an instrument, driving or sport often use different viewpoints to illustrate technique.

Investigate appropriate sources, including book layout and photography and design a double-page spread entitled *Viewpoints* to be used in a book called *Improving your digital photographs*.

### 2 *Interiors*

Irma Boom and Scott King have designed front covers for a number of publications such as *Vogue*. Magazines must have strong visual impact on the newsstand to compete for customers' attention.

Refer to appropriate sources such as contemporary publications and design the front cover for an interior design magazine called *Stanza*.

### 3 *Packaging*

A range of quality food products called *Hi-Foods* is to be launched in health food shops and supermarkets.

Research appropriate sources and from your studies of food, illustration and packaging, produce your own designs for:

**EITHER** (a) the sleeve for a *Hi-Foods* vegetarian ready meal

**OR** (b) a carton of *Hi-Foods* breakfast juice.

#### 4 Ceremonies

AM Cassandre, Alan Fletcher and Henri de Toulouse-Lautrec are major figures in the history of poster design. Posters often combine image and text to convey information effectively to a wide audience.

Investigate appropriate sources and design a poster that combines image and text for the opening ceremony of a festival called *One World Dance*.

#### 5 Illustration

Artists and designers such as Peter Callesen, Rob Ryan and Philip Worthington produce images, sculptures and films using intricately cut paper stencils.

Research appropriate selected sources, experiment with paper cutting and produce **one** of the following:

- (a) the dust jacket for a book on Hawaiian shirts
- (b) a trailer for a children's television programme on prehistoric animals
- (c) wrapping paper design and gift tag for a florist's shop.

#### 6 Layering

Designers such as Cavan Huang and Gabor Palotai develop complex arrangements of letter forms that extend the boundaries of legibility. They employ a variety of layering techniques which involve overlapping, rotating and cropping. Complexity is often achieved through the use of positive and negative shapes and the addition of tone and colour.

Consider appropriate sources and using layering techniques, produce graphics for a removal company called *This Way Up* and design:

- EITHER** (a) a logo to be used on stationery, removal lorries and packing cases
- OR** (b) a homepage for the company website.

#### 7 Collections

Develop your own interpretation of the starting point *Collections*. Alternatively, you may use one of the suggestions below. You should make connections with appropriate selected sources when developing your response.

- (a) You could design a mosaic for the entrance to a museum based on its collections.
- (b) You could produce designs for a CD cover for a decade of popular music.
- (c) You could make a short film or animation called *Collections*.

**END OF QUESTIONS**

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