



General Certificate of Secondary Education
June 2012

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.
- Choose **one** starting point 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, designers and/or photographers.
- 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.

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 and produce a personal response.

1 *Sense of Place*

Artists and designers such as Judy Barrass, Sarah Bodman, Brian Dettmer and Ed Ruscha have all produced work in the form of an 'artist's book'. Techniques used in the making of artists' books include concertinas, scrolls, pop-ups and boxed single sheets and a combination of words and images are often used.

Research appropriate sources and produce your own artist's book in response to *Sense of Place*.

2 *Composition*

A form of graphic composition using fonts and letterforms known as 'illustrative type' was developed in the twentieth century and is used by contemporary designers such as Matt Lyon and Jonny Wan. Its roots can be seen in Celtic patterns, illuminated medieval manuscripts and Islamic texts.

Study appropriate sources and produce an 'illustrative type' composition to promote a talk radio station. This could take a variety of forms such as a banner, a flyer or images for inclusion on the station's website.

3 *Packaging*

A new range of laptops called 'X:pr3ssion', available in various sizes and colourways, is to be launched, and proposals for distinctive packaging designs are required. Examples of effective packaging design can be found in the work of design groups such as Ziggurat Brands, Burgopak and Pearlfisher.

Research appropriate sources and produce design proposals for the packaging of 'X:pr3ssion' laptops.

4 *Music*

Album covers by designers such as Reid Miles (Blue Note Records), Peter Saville (Factory Records) and the design group Hipgnosis helped to give record labels their distinctive and recognisable graphic quality.

Research appropriate sources and produce **one** of the following for an exhibition called *The Art of Album Covers*:

- (a) promotional materials such as flyers, posters, advertisements, gallery guides, carrier bags or T-shirts
- (b) a website to explain and promote the exhibition
- (c) a cover design for an album to be launched at the exhibition.

5 *Public Information*

Designers such as Royston Cooper, Abram Games and Reginald Mount created public information posters to publicise government campaigns on a variety of issues such as buying a TV licence, not trespassing on railway lines, and health concerns.

Research public information materials and other relevant sources and present designs for:

EITHER (a) a poster campaign for a current national or local issue

OR (b) a short film or animation about an issue of public interest.

6 *Animals*

George Orwell's novel *Animal Farm* is a satirical fable about power and corruption in which farm animals plot to overthrow their human masters.

Research a variety of relevant sources, including the work of animators and book illustrators, as well as the narrative and characters in *Animal Farm* and produce designs for:

EITHER (a) a film or animation based on some aspect of the story

OR (b) illustrations to promote a new edition of the book.

7 *Here and Now*

You should make connections with appropriate sources when developing your own personal response to **one** of the following suggestions.

- (a) Develop your own interpretation of the starting point *Here and Now*.
- (b) You could design the templates for a social networking site called *hereandnow.co.uk*.
- (c) You might design TV graphics for a weekly local news programme called *Here and Now*.

END OF QUESTIONS

There are no questions printed on this page