



General Certificate of Secondary Education
June 2013

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 *Journeys*

Frank Pick revitalised design for London Transport by commissioning artists such as Laura Knight, Edward McKnight Kauffer and Eric Ravilious to design posters advertising places to visit.

Research appropriate sources and design a poster which encourages people to make a journey by public transport, to visit a location of your choice.

2 *Transform*

Design agencies such as Barber Design and The Brand Union are often commissioned by retail companies to transform their image, attract new customers and boost sales. This may involve redesigning logos, shop fronts or in-store graphics.

Research relevant sources and design graphics to transform the image of an existing shop of your choice: for example, a boutique, food outlet or computer store.

3 *Collage, Layering and the Found Image*

The Pop artists Peter Blake and Richard Hamilton have used collage and layering techniques in their work. The illustrator Sara Fanelli uses a variety of papers, found images from magazines, Victorian woodcuts and different styles of lettering in her work.

Research appropriate sources and develop your own designs, using collage, layering and found images, for **one** of the following:

- (a) a book jacket
- (b) food packaging
- (c) an illustration for a poem or the lyrics of a song.

4 *Fusion*

Typographers such as Neville Brody and David Carson use a fusion of letterforms and images to create their distinctive style of graphics.

Research appropriate sources and fuse image and text to produce the graphics for a CD for a group called 'Fusion', which brings together music from different cultures.

5 *Close-up*

Close-up images are frequently used by museums and galleries to encourage visitors to view exhibits in more detail. Philip Simpson Design and Redman Design use close-up images as a prominent feature in their exhibition graphics.

Research appropriate sources and design exhibition graphics to encourage visitors to view displays of beetles and butterflies, fossils and shells, or clocks and watches in close-up detail.

6 *Greetings Cards and Wrapping Paper*

Designers such as Edward Bawden, Paul Catherall and Tom Eckersley have combined flat colour and careful shape editing to create illustrations that have sometimes been used on items such as greetings cards and wrapping paper.

Research appropriate sources and produce designs for a greetings card and wrapping paper set for a celebration of your choice.

7 *Movement*

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 *Movement*.
- (b) You could design a website for a dance group called 'Movement'.
- (c) You might make a short film or animation that explores movement.

END OF QUESTIONS

There are no questions printed on this page