

# GCSE ART AND DESIGN

(Graphic Communication)

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To be issued to candidates on 2 January or as soon as possible after that date.  
All teacher-assessed marks to be returned to AQA by 31 May.

## Specimen 2018

### Time allowed

A preparatory period followed by 10 hrs of supervised time

### Materials

For this paper you must have:

- appropriate graphic communication materials and/or equipment

### 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, develop, refine and record your ideas.
- Your work during the preparatory period could be in sketchbooks, journals, design sheets, separate studies or in any other appropriate form, including digital media.
- You must make reference to appropriate sources such as the work of artists, craftspeople, designers and/or photographers. These can be those named in your chosen starting point and/or other relevant examples. You must identify and acknowledge sources that are not your own.
- Following the preparatory period you will have ten hours to produce final outcome(s) which realise your personal intentions.
- You may refer to your preparatory work during the supervised time, but the work must not be added to or amended once this time starts.
- You must hand in your preparatory and supervised work at the end of each supervised session and at the conclusion of the 10hrs of supervised time.
- You must clearly identify work produced during the supervised time.
- The work submitted for this component can make use of digital and/or non-digital means, but must be produced unaided.

### Information

- Your work will be marked out of 96.

### Advice

- You should discuss your ideas with your teacher before deciding on your starting point.
  - You should make sure that all appropriate materials and/or equipment, which you might need are available before you start the supervised sessions.
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Your work will be marked according to how well you have shown evidence of:

- Developing ideas through investigations demonstrating critical understanding of sources.
- Refining work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and process.
- Recording ideas, observations and insights relevant to your intentions as work progresses.
- Presenting a personal and meaningful response that realises intentions and demonstrates understanding of visual language.

Choose **one** of the following starting points and produce a personal response.

### **1 Landscape**

The National Trust, Campaign to Protect Rural Britain and The Countryside Restoration Trust are examples of organisations that encourage the public to enjoy and protect the landscape. Illustrators such as Andrea Cobb have focused on its beauty, whilst The Click design consultants and graphic designer Benjamin Borst have highlighted the need to protect potentially vulnerable landscapes.

Investigate appropriate sources and create your own response that highlights the need to protect a landscape familiar to you.

### **2 Close-up and personal**

A company that publishes a magazine called “Close-up and Personal” is planning to produce a special edition focusing upon teenage health issues. Illustrators such as Melinda Beck and Rebecca Bradley have each produced images to accompany magazine articles. Consideration has to be given to such factors as scale, page layout and the relationship between image and text.

Investigate appropriate sources and produce an illustrated double-page spread for an article on a teenage health issue of your choice.

### **3 Identity**

Package design is an important consideration for companies who wish to give their goods and products a clear identity. The impact of effective branding can be seen, for example, in Savvy Creative’s package designs and promotional materials for the Happy Egg Company’s products, which as a result stand out prominently in supermarket displays.

Investigate appropriate sources and produce designs suitable for packaging or point of sale for a company keen to promote a new range of organic produce. These designs need to create a clear and distinct brand identity.

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#### 4 **Maps**

Maps can be used to find a location, record a trip or describe a real or imagined journey. They usually contain place names and symbols, and sometimes also include imagery. Medieval artists used pictures to represent towns, cities and terrain. The illustrator Paula Scher uses freehand typography to illustrate her maps.

Investigate appropriate sources and create your own response to **Maps**.

#### 5 **Mechanical Objects**

Automata, such as some wooden toys, are defined by moving parts that rely on simple mechanisms to bring them to life. Paul Spooner working for Cabaret Mechanical Theatre designs and makes automata. The three-dimensional pieces often use stylised characters and are reminiscent of the illustrations of Heath Robinson. The work of Frank Egerton reflects the interests he had in animals, fairgrounds and fantasy and a desire to make people smile.

Investigate appropriate sources and develop:

**EITHER** (a) a poster for a museum of Automata

**OR** (b) a short animated film based on Mechanical Objects

#### 6 **Commemorative stamps**

The Royal Mail has a tradition of commissioning illustrators to design special editions of stamps to commemorate a variety of different people, events, anniversaries and subject matter. In 2000 Peter Grundy illustrated a series of four stamps based on the theme of the National Health Service.

Investigate appropriate sources and develop designs for a set of four stamps using a theme of your choice.

#### 7 **Changes**

The theme **Changes** can be interpreted in many ways. Make connections with sources to develop your own interpretation of **Changes**, or to respond to **one** of the following:

- (a) changes associated with metamorphosis, interpreted in a film or mixed media piece.
- (c) changes in weather patterns, illustrated in the form of a website.
- (d) 'Change of Address': a commission requiring a range of promotional materials for a removals company that specialises in the needs of clients wishing to move abroad.

**END OF QUESTIONS**