



General Certificate of Secondary Education  
June 2011

# 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, 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.

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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**    *The Everyday*

Artists such as Tony Cragg, Michael Craig-Martin, Cornelia Parker and Kurt Schwitters have used everyday items as part of their work. From your experiments with found, familiar or unwanted everyday objects, and from your research into appropriate selected sources, produce designs for:

**EITHER**    (a) a set of four stamps celebrating everyday objects from the present or the past

**OR**            (b) a web page for a goods exchange site called 'findeverydaystuff.com'.

**2**    *Self-Image*

Illustration and photography are used extensively in the design of magazine articles. Investigate magazine design, research appropriate sources and design the cover and/or the title page for an issue of a magazine entitled *iMAGe*. This issue will focus on young people and self-image.

**3**    *Playing Cards*

Designers such as Charles and Ray Eames and Tony Meeuwissen, and the artist Rosita Fanto break with convention in their designs for packs of playing cards, challenging the traditional scale, style, shape or layout.

Study relevant sources and produce a sample selection of designs for playing cards based on **one** of the following:

- (a) close-up
- (b) fashion
- (c) nursery rhymes.

#### 4 *Signs and Symbols*

Signs and symbols can be used to convey messages and information without words. From your studies of signs and symbols and other relevant selected sources, design a sign/symbol system to direct visitors around a location such as a nature reserve, a heritage site, an airport or a sporting venue.

#### 5 *Corporate Identity*

Design groups such as Pentagram are often required to develop a successful corporate identity for their clients to promote company values and brand image.

Referring to appropriate selected sources, design a logo for a museum of contemporary crafts to develop the museum's corporate identity. You should show how the logo might be applied to a variety of items such as packaging, point-of-sale, uniforms, advertising and promotional materials or the website.

#### 6 *Imprint*

A number of design-for-print techniques can be used to make imprints. Lettering and images can be made to rise above (embossing) or below (debossing) the printing surface, and where no ink is used, the result is known as blind embossing.

From your investigations into the use of these techniques and into other relevant selected sources, design the packaging for a range of homeopathic remedies called *Nature's Imprint*, which uses essences of herbs, flowers, fruit and vegetables.

#### 7 *Contrasts*

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

- (a) Develop your own interpretation of the starting point *Contrasts*.
- (b) You could make a short film or animation called *Contrasts*.
- (c) You might design a CD cover and promotional materials for the band *The Kontrasts*.

**END OF QUESTIONS**

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