

General Certificate of Education
June 2005
Advanced Subsidiary Examination



ART AND DESIGN (GRAPHIC DESIGN)
Unit 3 Controlled Test

ARC3

To be issued to candidates up to four weeks prior to the start of the examination.
The examination may be conducted any time between 1 March and 31 May 2005.
All teacher-assessed marks to be returned to AQA by 31 May 2005.

In addition to this paper you will require:
appropriate art materials.

Time allowed: 5 hours

Instructions

- Read the paper carefully. Before you start work make sure you understand all the information.
- Answer **one** question.
- You will have four weeks to carry out preliminary studies. This should include visual work and, if appropriate, annotations or written work. Preliminary studies must show evidence of personal work relating to your chosen question. You may continue with further supporting studies until you have completed your examination work. Sketchbooks may be included.
- The work you produce in the 5 hour examination may take any appropriate form, such as a working drawing, a video sequence, a design sheet or a design. It is not essential to produce a finished piece during the examination but you should make your intentions clear.
- Practical responses to the work of other artists, designers and craftspeople must show development in a **personal** way.
- Your work during the 5 hour examination must be produced **unaided and under supervision**.

Information

- The maximum mark for this paper is 60.
- All questions carry equal marks.
- There is no size restriction on work produced for this examination.

Advice

- You may discuss your ideas with your teacher before deciding on a starting point.
- You may include written annotations or an evaluation of your work.
- You may use any appropriate graphic medium, method(s) and materials, unless the question states otherwise.

This paper will test your ability to:

- record observations, experiences, ideas, information and/or insights;
- analyse and evaluate sources, such as images, objects, artefacts and texts;
- develop ideas using appropriate materials and techniques, making clear your future intentions;
- present a personal response, relating your work to that of other artists, designers or craftspeople.

The questions below should be seen as starting points for personal investigations in which you make reference to critical and contextual material with which you are familiar.

Answer **one** question.

1 *'Jetstream'*

'Jetstream', a proposed new low-fares airline requires the design of a logo. Investigate appropriate examples of corporate design and develop your own ideas that could be applied to aeroplane livery, associated publicity material, a website or a motion graphic.

2 *Birds*

Birds have often featured in the work of illustrators. Research examples and develop your own ideas for an illustrated book cover or page, an animation, an opening sequence for a film title, a web page, a storyboard or a screen-saver. Carefully consider the relationship between image and typography.

3 *Graffiti*

Research examples of graphics which convey a simple message. Develop your own designs for a campaign aimed at stamping out graffiti in our cities, **or** celebrating it as a popular art form. Your work could be in any appropriate medium.

4 *Chocolate*

A manufacturer is planning to produce a fondant-filled dark chocolate with a distinctive shape. Look at the work of appropriate designers and develop your own ideas for an inventive surface graphic and/or a package design.

5 *Maritime Museum*

Develop ideas for signs or publicity or promotional material for a maritime museum. Research appropriate examples and develop graphic work which expresses the nautical theme.

END OF QUESTIONS