

General Certificate of Education  
June 2006  
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 2006.  
All teacher-assessed marks to be returned to AQA by 31 May 2006.

**For this paper you must have:**

- 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 upon your 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.

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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.

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**1** *Bats*

Develop ideas for an illustrated magazine page or a short animated sequence promoting a television programme about bats. Research examples and carefully consider the relationship between typography and image.

**2** *A Feature of your Local Environment*

Create work in any graphic medium to increase public awareness of a feature of your local natural or built environment. Include a place name, a slogan and suitable imagery. Your work could take the form of a poster, a flyer or a web page. Make reference to appropriate contextual material.

**3** *'Greys' Artists' Papers*

'Greys', a supplier of artists' specialist papers, requires a logo that reflects their high quality products. Research appropriate material and develop your own ideas for a logo that could be applied to a folder of paper samples, publicity material or van livery.

**4** *'abc'*

Produce new designs for the labelling and packaging of individual bottles of coloured drawing inks branded as 'abc'. Develop your ideas and make reference to appropriate examples.

**5** *Magazine Graphics*

Design distinctive graphics as headings for sections of a magazine, making reference to appropriate examples. Include type and create images demonstrating their application to the printed page. You may use body type to indicate text.

**END OF QUESTIONS**