

General Certificate of Education
June 2007
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 2007.
All teacher-assessed marks to be returned to AQA by 31 May 2007.

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 on 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.

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.

Choose **one** of the following questions.

1 *'c-spray'*

A cross-channel ferry company called *c-spray* requires a new logo for its fleet of high-speed Seacats. Investigate appropriate examples of corporate design and develop your own ideas for a logo that should be applied to Seacat livery, publicity material, a webpage or incorporated within a short animated sequence.

2 *'Architectural Futures'*

An architecture magazine is to lead a conference entitled 'Architectural Futures' and it is inviting imaginative designs for a promotional package to contain conference materials. Make reference to examples of packaging and develop your work in any appropriate graphic medium.

3 *Flies*

Flies have featured in the work of illustrators for scientific journals and, on occasions, in children's books. Look at appropriate examples and develop ideas for an illustrated book cover, a short animation or a screen-saver based on 'Flies'.

4 *Comic Postcard Exhibition*

Develop graphic work for an exhibition entitled 'History of the Comic Seaside Postcard' at a museum or library near you. Research and refer to appropriate examples and develop ideas for promotional material or packaging for a set of postcards.

5 *Wheelchair Access*

Produce graphics that aim to promote awareness of the need for wheelchair access. Refer to examples of conveying a simple message and prepare your work in any appropriate graphic medium. Your designs should include the copy-line 'Access...for all?'.

END OF QUESTIONS