

General Certificate of Education
June 2008
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 2008.
All teacher-assessed marks to be returned to AQA by 31 May 2008.

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 *'Eye of the Lens'*

Develop graphic work for 'Eye of the Lens', an exhibition of photography at a gallery or museum near you. Research examples and produce ideas for **either** exhibition graphics **or** a short animated sequence promoting the event.

2 *Water*

A water supply company is looking for a new logo design to promote its image. Investigate examples of corporate identity and develop your ideas for a logo. Demonstrate how it might be applied to stationery, van livery **and/or** a short motion graphic.

3 *Mice*

Mice are often the subject of illustrations for children's stories and feature in natural history books. Develop ideas for **either** a book cover **or** an illustrated page. Research examples and carefully consider the relationship between typography and image.

4 *Fire Escapes*

An engineering firm that specialises in the design and construction of fire escapes needs graphics for its stand at a trade fair. Make reference to appropriate contextual sources in developing your ideas.

5 *Cosmetics*

A manufacturer of cosmetics wants to revitalise the image of its product range. Develop ideas for distinctive packaging **and/or** promotional material. Make reference to appropriate examples in your research.

END OF QUESTIONS