

General Certificate of Education
June 2007
Advanced Level Examination



ART AND DESIGN (GRAPHIC DESIGN)
Unit 7 Controlled Test

ARC7

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: 15 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.
- Practical responses to the work of other artists, designers and craftspeople must show development in a **personal** way.
- Your work during the 15 hour examination must be produced **unaided and under supervision**.

Information

- The maximum mark for this paper is 60.
- All questions carry equal marks.
- This paper assesses your understanding of the relationship between the different aspects of Art and Design (Graphic Design).
- 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, and analyse methods and outcomes;
- 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 *Playing Cards*

An agency has the idea of promoting its illustrators' work with playing cards featuring characters from nursery rhymes. Research contextual material and refer to the work of illustrators such as Tony Meeuwissen, Elliot Thoburn, Peter Malone and Lisel Ashlock. Develop ideas for one or more picture cards.

2 *Pigeons*

Illustrations of homing pigeons, carrier pigeons and ornamental pigeons, in various settings, have appeared in children's books, in scientific journals and in books on natural history. Research the work of illustrators such as John Butler, Paul Barnes and Deb Hoeffner. Develop ideas for a book cover or a double-page spread for a publication about pigeons.

3 *Film Production Company*

Develop design work for a film production company specialising in TV drama. Investigate the work of design groups such as Lambie-Nairn, State, 'Why Not Associates?' and Attik. Develop your own ideas and design a motion graphic or a storyboard for either a promotional DVD or a website.

4 *Traditional Cheese*

A retailer specialising in traditional cheese is looking for distinctive graphics for its products, which are available at the counter and by mail-order. Research contextual sources and the work of design groups such as Lippa Pearce and Duffy & Partners. Develop ideas and design packaging and labels or promotional material for the product.

5 *'Modern Poets'*

A monthly magazine, 'Modern Poets' is commissioning work from young designers. Research magazine design and the work of designers such as Jan Tschichold, Josef Muller-Brockmann and David Carson. Develop ideas for a magazine cover, an imaginative page layout or a poster.

6 *Heritage Site*

A heritage site requires designs for communicating information to visitors. Research contextual sources and the work of design groups such as Holmes Wood, Entro and Pentagram. Produce designs for signage or promotional material for a heritage site of your choice.

7 *Creative Typography*

A museum is planning an exhibition called 'Creative Typography'. Investigate contextual sources and refer to the work of design groups such as Cartlidge Levine, CDT and Studio Dumbar. Produce graphic work for promotional material, exhibition signage, a catalogue or packaging for exhibition merchandise.

8 *Commemorative Graphics*

Design commemorative graphics, such as a set of stamps, a poster or a brochure to celebrate the theatre architecture of Frank Matcham. You may wish to look at the work of Adrian Bradbury, Murray Zaroni or Debbie Cook.

END OF QUESTIONS

There are no questions printed on this page