

General Certificate of Education  
June 2008  
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 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: 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.

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### 1 *CCTV*

The extensive use of CCTV cameras in towns and cities provides security by deterring crime and anti-social behaviour. Some see it as a major intrusion into privacy. Prepare graphic work for a double-page spread in a magazine that promotes a strong view on this issue, making reference to appropriate contextual material. Body type may be used to indicate text.

### 2 *Cabbage-Stump Charlie*

Study a range of book illustrators, such as Olivier Kugler, Ralph Steadman and Ian Pollock, and make your own response to the following:

‘Cabbage-Stump Charlie was our local bruiser – a violent, gaitered, gaunt-faced pigman, who lived only for his sows and for fighting. He was a nourisher of quarrels, as some men are of plants, growing them from nothing by the heat of belligerence and watering them daily with blood. He would set out each evening, armed with his cabbage-stalk, ready to strike down the first man he saw. ‘What’s up then, Charlie? Got no quarrel with thee.’ ‘Wham!’ said Charlie, and hit him. Men fell from their bicycles or back-pedalled violently when they saw old Charlie coming. With his hawk-brown nose and whiskered arms he looked like a land-locked Viking; and he would take up his stand outside the pub, swing his great stump round his head, and say ‘Wham! Bash!’ like a boy in a comic, and challenge all comers to battle. Often bloodied himself, he left many a man bleeding before crawling back home to his pigs.’

### 3 *The Grey Squirrel*

A television programme is to explore contrasting attitudes to the grey squirrel. Research the work of design groups such as Omni Productions, Velvet Creative and Attik and design **either** publicity material **or** a title sequence for the programme.

#### 4 *Environmental Graphics*

An international leisure group requires designs for signage for a large complex that includes accommodation, parkland, bridlepaths and a range of outdoor activities. Investigate communication graphics and signage systems that could include the work of Anick Blais, RMJM and Hillier Architecture and Biesek Design and produce your own range of environmental graphics.

#### 5 *Dance Festival*

Design graphic work to publicise a dance festival. Your work should include a title, the venue and the date. Investigate suitable contextual material and the work of appropriate design groups such as Studio Dumber, Hi-ReS! and CDT. The work could be presented as a poster **or** a motion graphic **or** a webpage.

#### 6 *In-Store Display*

A chain of travel agents is looking for graphic work for an in-store display that will communicate key aspects of their services such as business travel, cruises, car ferries, airlines, package tours and excursions. Research appropriate contextual material and the work of design groups such as Pentagram and Airside and produce original designs in response to the brief.

#### 7 *Seaside Architecture*

The rich legacy of seaside architecture, such as iron piers, promenade shelters and sea-front hotels, is gradually decaying and disappearing. Research contextual material, making reference to the work of appropriate designers, and illustrate a double-page spread **or** a DVD sleeve **or** a book cover celebrating this heritage.

#### 8 *French Wines*

An agency plans to design labels and packaging to launch a range of popular French wines, with a different abstract motif for each wine. Design a series of labels **and** a presentation carrier. Make reference to the work of artists such as Matisse, Derain or Dufy and designers such as Lewis Moberly when developing your work.

**END OF QUESTIONS**

**There are no questions printed on this page**