



General Certificate of Education
Advanced Level Examination
June 2011

Art and Design (Graphic Communication) **ARTC4**

Unit 4 Externally Set Assignment

To be issued to candidates on 1 February 2011 or as soon as possible after that date.
All teacher-assessed marks to be returned to AQA by 31 May 2011.

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 must show evidence of personal work relating to your chosen question.
- You must show evidence of research and of investigating and developing ideas. This should include visual work and, if appropriate, annotations or written work. Sketchbooks, workbooks and/or journals may be included.
- Practical responses to the work of other artists, designers, craftspeople and photographers must show development in a **personal** way.
- The work submitted for this examination must be produced **unaided**.
- You must **not** produce work for this unit after the 15 hours of supervised time.

Information

- The maximum mark for this paper is 80.
- All questions carry equal marks.
- This paper assesses your understanding of the relationship between different aspects of Art and Design (Graphic Communication).
- There is no size restriction on work produced for this paper.

Advice

- You may discuss your ideas with your teacher before deciding on your starting point.
- You may use any appropriate graphic media, method(s) and materials, unless the question states otherwise.

This paper will test your ability to:

- develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding
- experiment with and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as your work develops
- record in visual and/or other forms, ideas, observations and insights relevant to intentions, demonstrating an ability to reflect on your work and progress
- present a personal, informed and meaningful response demonstrating critical understanding, realising intentions and, where appropriate, making connections between visual, written, oral or other elements.

The questions below should be seen as starting points for personal investigations in which you make reference to appropriate critical and contextual material.

Choose **one** of the following questions.

1 *Reflection*

'*Reflection*' is a fashionable restaurant that is looking for graphic work to revitalise and promote its image. When making your response, look at relevant examples of graphic communication that could include work by Pearce Marchbank and Roundel Design Group. You might also like to look at Patrick Caulfield's paintings of restaurant interiors.

2 '*The Grapes of Wrath*'

Produce work based on the following extract from '*The Grapes of Wrath*'. When making your response you might like to look at appropriate examples of graphics associated with film and television. You might also like to look at the work of illustrators such as Matthew Hollings, Patrick Morgan and Ben Shahn.

Extract from *The Grapes of Wrath*, John Steinbeck, Penguin Books, published 1972,
chapter 2, page 8, paragraph 2 , lines 1–9
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3 *Global Warming*

Global warming is considered by many people to be an issue beyond their control. Produce graphic work to raise awareness of how individuals might reduce their carbon footprint. You may consider approaches such as illustration, publicity materials or film and video.

4 *Lawyers for Media*

Lawyers for Media, a law firm for the arts, media and creative industries, is looking for innovative graphics. In developing your own work, refer to appropriate examples such as corporate graphics, web page design, motion graphics or publicity material, which could include the work of CDT Design and WebsynergiDesign.

5 *Genealogy*

Genealogy, the research of family history, has grown in popularity with online access to census records and archives. As a result, there has been a growth of specialist Internet websites. You might like to look at the work of design groups such as Velvet Mediendesign, Atelier Works and Doyle Partners before producing designs for a website or for print.

6 *Public Information Campaign*

Graphic communication is often used to draw attention to issues that affect some people. Investigate relevant work associated with campaigns such as 'Get a life, get active' and the poster designs of JM Flagg, Patrick Cokayne Keeley and Tom Eckersley. Produce work that raises awareness of an issue that concerns you in some way.

7 *Museum Promotion*

Produce work to promote a museum with which you are familiar. You might like to refer to examples of different media, formats, concepts and techniques in the work of design groups such as Webb & Webb Design, Still Waters Run Deep and Firefly Design.

8 *Anniversary*

Produce graphic work to celebrate the anniversary of a cultural, historical, sporting or scientific event. Make reference to appropriate contextual material which could include examples of design for print, illustration or film and video. You might like to look at the work of design groups such as Webb & Webb Design, Why Not Associates and Pod Design.

END OF QUESTIONS

There are no questions printed on this page

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Question 2: *The Grapes of Wrath*, John Steinbeck, Penguin Books Ltd, 1972.
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