



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

ART AND DESIGN

0400/03

Paper 3 Design Study

15 September – 31 October 2007

10 hours

To be given to candidates on receipt by the Centre.

Candidates must have at least two weeks' preparation time.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number, name and question number on the top right-hand corner of the front of **each** sheet of paper.

Answer **one** question.

In addition to the examination piece, up to **three** A2 sheets of supporting work should be submitted. These should be the sheets of preparatory work undertaken after receipt of this paper. Candidates should refer to their preparatory work **during** the examination. All questions are for designs on paper. Candidates should not produce work on any other material.

At the end of the examination, fasten **all** your work securely together at the top left-hand corner of each sheet.

All questions in this paper carry equal marks.

This document consists of **3** printed pages and **1** blank page.



1 Design using Lettering

Design a logo for an international parcel delivery company. The name of the company, **SWIFT**, must be included in your design. In addition show how the logo might look on a label to be attached to parcels **or** on a company vehicle.

2 Illustration and Calligraphy

Either (a) Design the cover for a DVD entitled **PERTURBED SPIRITS**, produced by a company named **SPECTRE**. You may work larger but to the same proportions as those of a DVD cover.

Or (b) Using a calligraphic script with which you are familiar, write out the following poem and add a decorative border and/or an illustration.

Phantom

All look and likeness caught from earth,
All accident of kin and birth,
Had passed away. There was no trace
Of aught on that illumined face
Upraised beneath the rifted stone
But of one spirit all her own; –
She, she herself, and only she,
Shone through her body visibly.

Samuel Taylor Coleridge

3 Environmental and Structural Design

Design the layout of a miniature railway to encircle an amusement park. Include a station, a tunnel and a bridge and show in your ground plan how the rail track will meander around other attractions, such as carousels, slides, cafes and menageries. A view from the station platform should be shown in an artist's impression.

4 Interior Design

Using black and white and three colours, design a mural for the entrance lobby of the offices of an engineering and construction company.

5 Fashion Design

Design the costume for a participant in a dance extravaganza; choose **one** of the following themes:

(a) Ice cold sundaes

(b) Red hot peppers

6 Fabric Design

With reference to birds in flight, design the furnishing fabric for a hotel situated close to a nature reserve.

7 Printmaking

Make a print or series of prints for a tourist poster based on **one** of the following themes:

- (a) Boats
- (b) Markets
- (c) Local crafts

8 Photography

Images are required for a leaflet about urban renewal based on **one** of the following themes:

- (a) Junctions
- (b) Decay
- (c) Building sites

You must process and print your own photographs

One main and two supporting photographs should be submitted. All three studies may be mounted on one side of thin card not exceeding A2 in size. Alternatively, they may be contained in a clear plastic cover. Contact prints of negatives showing other possible angles and views must be included as part of the accompanying preparatory work.

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.