



General Certificate of Secondary Education
June 2014

Art and Design (Graphic Communication)

42032

Unit 2 Externally Set Task

All teacher-assessed marks to be returned to AQA by 31 May 2014.

For this paper you must have:

- appropriate art and design materials.

Time allowed

- 10 hours

Instructions

- Read the paper carefully. Before you start work, make sure you understand all the information.
- Choose **one** starting point and produce a personal response.
- You have a preparatory period to research, investigate and develop your ideas. Your work during this period could be in sketchbooks, journals, design sheets, studies or any other appropriate form of preparation.
- You are allowed ten hours to produce your personal response outcome(s).
- The work submitted for this examination must be your own unaided work.
- You must hand in your personal response outcome(s) and the preparatory work at the end of the examination.

Information

- Your work will be marked out of 80.
- All your work, including the work done during the preparatory period, will be marked.

Advice

- You should discuss your ideas with your teacher before deciding on your starting point.
- You should make sure that any materials or equipment which you might need are available before you start the examination sessions.
- You may take all your preparatory work into the examination sessions.
- You should, when developing your personal response, make appropriate connections with other sources such as the work of artists, craftspeople, designers and/or photographers.
- You may work on further supporting studies until you have completed your personal response outcome(s).
- You may use any appropriate graphic medium, method(s) and materials, unless the question states otherwise.

Your work will be marked according to how well you have shown evidence of:

- developing ideas through investigations informed by contextual and other sources, demonstrating analytical and cultural understanding
- refining ideas through experimenting and selecting appropriate resources, media, materials, techniques and processes
- recording ideas, observations and insights relevant to your intentions in visual and/or other forms
- presenting a personal, informed and meaningful response demonstrating analytical and critical understanding, realising intentions and, where appropriate, making connections between visual, written, oral or other elements.

Choose **one** of the following starting points and produce a personal response.

1 Openings

Graphic designers are often required to produce materials to promote the brand image of companies opening for business. Works Progress, for example, designed the corporate identity for 'Sassafrost', and Henry Hadlow designed the graphics for the 'Lollipop Bakery'. A new company called 'Cake Bake' is opening a chain of artisan bakeries specialising in decorative cupcakes. They are commissioning a range of items to support their launch.

Research appropriate sources and develop your own designs for:

EITHER (a) a packaging item

OR (b) promotional graphics.

2 Disguise

Make-up, masks and tattoos can disguise the face or body, and results are often regarded as a statement of fashion or art in their own right. Certain covers of i-D magazine, the computer generated images of Stefan Sagmeister and the paintings of Belinda Eaton sometimes show the human face disguised by paint, letterforms or pattern.

Research appropriate sources and produce your own designs for the front cover of a magazine called 'Disguise'.

3 Paper Engineering

Origami is the traditional Japanese art of paper folding. Ron van der Meer is a designer and illustrator who uses pop-up paper engineering techniques. Helen Musselwhite folds and cuts paper for illustrations.

Investigate suitable sources and develop your own personal response, using paper construction combined with typography and illustration for **one** of the following:

(a) an animation

(b) an invitation to a special celebration

(c) a point of sale display.

4 On the Edge

Dramatic angles, innovative typography and stylised images are features of the graphic work of the Russian Constructivists, which in turn influenced the design of film posters by the Stenberg Brothers in the early twentieth century.

Research relevant sources and design a poster for a film festival called 'On the Edge' showing avant-garde films.

5 Beverages

Packaging designs for hot beverages are sometimes associated with a specific location, historical reference or the flavour of the product. Taylors of Harrogate and Twinings are established merchants whose packaging designs use a strong visual identity.

Investigate appropriate sources and design a package for a hot beverage of your choice.

6 Texture

Illustrations in books for very young children sometimes include textured materials that aid discovery and enjoyment. This approach is used for the books of Eric Carle and for the First Fairytale Tactile Board Books published by Ladybird.

Investigate appropriate sources and produce a double-page spread illustration that includes a tactile element for inclusion in a children's story-book.

7 Fragments

You should make connections with appropriate sources when developing your own personal response to **one** of the following suggestions.

- (a) Develop your own interpretation of the starting point **Fragments**.
- (b) You could design a website for a jewellery designer who uses fragments of found items.
- (c) You might make a short film or animated piece based on fragments of a song or poem.

END OF QUESTIONS

There are no questions printed on this page