



General Certificate of Secondary Education  
June 2015

# Art and Design (Graphic Communication)

42032

## Unit 2 Externally Set Task

All teacher-assessed marks to be returned to AQA by 31 May 2015.

**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.
- The Externally Set Task paper is to be seen by teachers **only**, before it is issued to students from 1 January onwards each year. The content should not be shared with others, either in hard copy or online, until the Externally Set Task papers are issued to students from 1 January onwards. It **cannot** be used by anyone else for any other purpose, other than as stated in the instructions issued, until after the marks are submitted. It must **not** be provided to third parties.

### 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.

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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.

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### 1 Food

Campaigns such as 'Love Food, Hate Waste' and 'Food Cycle' promote public awareness of the large amount of food that is wasted. Some supermarkets encourage responsible use of leftover food through advertising and by producing recipe cards.

Research appropriate sources and develop designs for **one** of the following to encourage people to waste less food:

- (a) a poster
- (b) a short film or website
- (c) a recipe card.

### 2 Fantastic and strange

Artists and designers sometimes create the illustrations for fantastic and strange stories and poems. John Tenniel portrayed the strange world of Jabberwocky, and contemporary artists such as Keun-chul Jang, Gary Fernández and Vladimir Gvozdariki use a combination of hand-drawn, photographic and digital images to produce work that captures the world of their imagination.

Investigate suitable sources and produce an illustration for a fantastic and strange story or poem of your choice.

### 3 Site-specific murals

Graphic designers are sometimes employed to design site-specific murals. Design groups such as Animaux Circus and Urban Canvas have produced murals that are intended to improve the visual appearance of places such as walls, stairwells, shop shutters and disused sites.

Research relevant sources and design a mural for a specific site in your locality.

#### 4 The human condition

Some charity campaigns aim to bring public attention to aspects of the human condition. Such campaigns are an appeal for help designed to produce a public response.

The design studio Perfect Day created a campaign for the Alive and Kicking organisation called 'Balls for Africa'. The organisation makes footballs in Africa to sell abroad, creating employment and funding for social projects. Gandys is a charity that produces flip-flops in order to raise money to build schools for orphans of the 2004 Indian Ocean tsunami.

Research relevant sources and design information graphics for a humanitarian organisation or charity of your choice that raises money to help the world's poor.

#### 5 Board games

There are many different types and styles of board game, both traditional and modern. Most board games use counters or pieces placed and moved on a pre-marked board. The design of these elements is usually based around a theme, and the graphics are often colourful and integral to the game. Designer Brett J Gilbert uses this approach in his award-winning board games.

Investigate appropriate sources and design the board and counters or pieces for:

**EITHER** (a) a traditional board game

**OR** (b) a modern board game.

#### 6 Spirals

A confectionery company is launching a new boiled sweet that has a spiral of colour at its centre. They want the style of the sweet packaging to reflect the current trend for retro designs and would like it based on Op Art and/or other coloured abstract compositions produced by artists such as Terry Frost and Victor Moscoso.

Investigate appropriate sources, and design packaging or point of sale for the new brand of sweets called 'Spirals'.

#### 7 Ritual

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 **Ritual**.

(b) You could design a poster or website to promote a social or cultural ritual.

(c) You might make a short film or animated piece based on an everyday ritual.

**END OF QUESTIONS**

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