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# AS

## ART AND DESIGN

### GRAPHIC COMMUNICATION (7243/X)

Component 2 Externally set assignment  
2018

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To be issued to candidates on 1 February 2018 or as soon as possible after that date.  
All teacher-assessed marks to be returned to AQA by 31 May 2018.

#### Time allowed

- 10 hours

#### Materials

For this paper you must have:

- appropriate art materials.

#### Instructions

- Read the paper carefully. Before you start work, make sure you understand all the information.
- Choose **one** question.
- As soon as the first period of supervised time starts you must stop work on your preparatory work. You may refer to it in the supervised time but it must not be added to or amended.
- The work produced in the supervised time may take any appropriate form.
- 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 component must be produced **unaided**.
- You must **not** produce work for this component after the 10 hours of supervised time.

#### Information

- The maximum mark for this paper is 96.
- You should make sure that any fragile work is photographed, in case of accidental damage.

#### 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.

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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
- explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops
- record ideas, observations and insights relevant to intentions, reflecting critically on work and progress
- present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and 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.

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### 01 Eagle Ferries

Design a logo for 'Eagle Ferries'. You should show how the logo will be applied to a ship's livery and incorporated into designs which may include tickets, a poster, signage or the company website. Chameleon Design produced brochures, posters and websites for Stena Line, P&O and DFDS Seaways. Weber Shandwick designed figurative graphics for NorthLink Ferries and Walker Agency produced branding for Condor Ferries. You might find it interesting to look at Peter Blake's Dazzle Ferry design for Mersey Ferries. Refer to appropriate contextual material and make a personal response.

[96 marks]

### 02 The Seafood Café

'The Seafood Café' requires graphics to brand and promote its award-winning cuisine and its family-friendly atmosphere. Your response could include advertising material, a design for a menu or loyalty card, or designs for the shop front. Produce your own work and refer to appropriate contextual material which may include the seafood illustrations of Charlotte Knox and examples of graphics for restaurants produced by dngSTUDIO and UpShift Creative Group.

[96 marks]

**03 Zoo**

Design graphics for a zoo or safari park that aim to project its image as a leisure amenity which has educational facilities and is devoted to animal conservation. Music, a branding and communication agency, collaborated with Adam Hayes to produce branding for Chester Zoo. Creation Media designed graphics for Bristol Zoo. JD Designs produced signage and print for zoos in Edinburgh and Chester. The Chase designed branding for ZSL's zoos in Whipsnade and in London. Investigate relevant examples and make a personal response.

**[96 marks]****04 Market**

Farmers' markets, open markets and fish, meat and poultry markets can be found in many towns and cities. Some are popular tourist attractions. Examples of branding and promotional graphics for Borough Market, Leeds Kirkgate Market and St John's Market, Liverpool can be seen on their websites and on social media. You might like to investigate the monochromatic rebranding which Ragged Edge produced for Camden Market. Refer to appropriate contextual material and produce graphics to promote a market.

**[96 marks]****05 Tea**

Produce graphics for 'Wilton's Fine Teas'. There are many varieties and blends of tea and tea drinking is a social and cultural activity. Tea drinking ceremonies are important in Japan and in several other Asian cultures. Examples of graphics produced for tea companies can be seen in work by Asia Media Studio, BrandOpus, DesignLSM and Embrace Brands. Make reference to appropriate contextual material and develop your own response.

**[96 marks]****END OF QUESTIONS**

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

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