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# AS

## ART AND DESIGN

### GRAPHIC COMMUNICATION (7243/X)

Component 2 Externally set assignment

June 2016

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To be issued to candidates on 1 February 2016 or as soon as possible after that date.  
All teacher-assessed marks to be returned to AQA by 31 May 2016.

#### 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.

#### 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.

Choose **one** of the following questions.

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**01 'The Abbey at Riverdale'**

A new restaurant named 'The Abbey at Riverdale' requires a logo design to identify and promote its brand image. Design a menu card or promotional material incorporating your logo. Refer to relevant examples when making your response. You might like to consider the work of Captivate Hospitality, Gambit Graphics and Farrow Design. **[96 marks]**

**02 Student guide**

Produce graphics for a student guide for a school, college or university. Design a cover and a sample page layout or graphics for a web page or app. You might like to include an illustrated map of the campus. Refer to appropriate examples of design for print or electronic media that could include work by Hike Design, Giles Dickerson and Christopher Fotino. **[96 marks]**

**03 'HiBri Cabs'**

Produce graphic work for 'HiBri Cabs', a taxi company which operates environmentally friendly hybrid vehicles with wheelchair access. You might consider designing a vehicle wrap or a home page for a website or graphics for an app. Make reference to appropriate examples that could include work by West End Design, Landor Associates and Ast Signs. **[96 marks]**

**04 Jams and preserves**

A company is planning to personalise its new range of gourmet jams and preserves with the brand name 'Jessica's'. Investigate relevant examples and produce a set of label designs and/or promotional material. You might like to refer to work by Turner Duckworth, Flipflop Design and Diana Graham Designs when making your response. **[96 marks]**

**05 Sports event**

Design graphic work for a local, national or international sports event. You might like to produce promotional material or designs for a set of postage stamps. Refer to relevant examples that could include the poster designs of Roger Broders and Herbert Matter, and work by Signals Design Group and 100AND10%. **[96 marks]**