



A-level

ART AND DESIGN

GRAPHIC COMMUNICATION

Component 2 Externally Set Assignment

To be issued to candidates on 1 February 2017 or as soon as possible after that date.
All teacher-assessed marks to be returned to AQA by 31 May 2017.

Time allowed

- 15 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.
- 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 unit must be produced **unaided**.
- You must **not** produce work for this component after the 15 hours of supervised time.

Information

- The maximum mark for this paper is 96.
- This paper assesses your understanding of the relationship between different aspects of Art and Design (Graphic communication).

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.

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.

1 Astronomy

An astronomy magazine sponsoring a Space and Astronomy Conference requires graphics to promote the event. The conference will include presentations by distinguished astronomers and exhibitions of the latest innovations and technologies from the space industries. When making your response, consider relevant examples, which could include typography and signage by Massimo Vignelli, poster designs by Simon C Page, exhibition graphics, design for print and digital media by Metamorph Design Communication, and brochure design by Gregory Vines.

[96 marks]

2 Italian biscuits

'Tilly's Italian Biscuit Co.' requires graphics to promote the image of its premium range of Italian cookies. Consider relevant contextual material, which could include advertising, branding, illustration or packaging. You might like to investigate examples of branding and packaging design in the work of BrandMe, Lippa Pearce, P&W Design Consultants and 2bcreative Ltd when producing your response.

[96 marks]

3 Traffic scheme

A local authority requires graphics to raise awareness of its 15-year plan for a new traffic scheme. The plan aims to alleviate congestion and to improve air quality, road safety and public transport. Produce graphic work to promote the plan. Refer to appropriate contextual material, which could include examples of branding, print and digital media by Traffic Design, Rare Company, Moodley Brand Identity and Thiel Design and motion graphics by London Icon.

[96 marks]

4 Fungi and lichens

Produce graphics for a book or a television programme about fungi and lichens. You might like to consider approaches such as illustration, design for print, graphics for television or promotional material. When making your response, refer to appropriate contextual material, which could include illustrations by Edith Holden, Susannah Blaxhill, Karen Kluglein and David N Pegler, the photography of Karl Blossfeldt and motion graphics by Lambie-Nairn.

[96 marks]**5 Ethical graphics**

Some designers choose not to produce graphics for products that may harm people or the environment or which persuade people to buy things they may not need. Examples of ethical graphics can be seen in work produced for literary festivals, tourism and education by Zerofee and Green Hat Design. The Paper Crane and The Ethical Graphic Design Company Ltd have designed graphics for the arts, environmental industries and charities. Investigate appropriate contextual material and produce your own work on a subject of your choice.

[96 marks]**6 Exhibition**

Produce graphics for an exhibition of historical and modern fabric designs for buses, trains and trams. Paul Nash, Marion Dorn and Enid Marx produced many intricate, colourful, abstract designs for London Transport. More recently, Jonathan Sothcott and Wallace Sewell designed fabrics for the London Underground. When making your response, refer to appropriate contextual material, which could include examples of promotional material and communication graphics that can be seen in the work of Graphic Thought Facility, Pentagram and Leach.

[96 marks]**7 Pet food**

A manufacturer requires graphics for a new brand of pet food named 'Dr Barker's'. You might consider approaches such as branding and packaging or advertising material. Examples can be seen in packaging designs and in advertising for pet food by Ideas That Kick, 29 Agency, seymourpowell Ltd, and Break Packaging and Design. When producing your response, carefully consider shelf presence and the target market.

[96 marks]**8 Detective story**

The popularity of detective stories can be seen in television crime dramas such as 'The Bridge' and in successful stage plays such as 'The Mousetrap'. Investigate relevant contextual material and produce graphics for a book or a film or for a stage production of a detective story. You might like to refer to the illustrations of Sidney Paget, John A Coughlin and Paul Hogarth, or examples of theatre posters by Frank 'Fraver' Verlizzo, or film title sequences by Saul Bass.

[96 marks]**END OF QUESTIONS**

There are no questions printed on this page

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