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# GCSE

# ART AND DESIGN

(Graphic Communication)

Component 2 Externally set assignment

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To be issued to candidates on 2 January or as soon as possible after that date.  
All teacher-assessed marks to be returned to AQA by 31 May.

June 2018

**Time allowed**

A preparatory period followed by 10 hours of supervised time.

**Materials**

For this paper you must have:

- appropriate graphic communication materials and/or equipment

**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, develop, refine and record your ideas.
- Your work during the preparatory period could be in sketchbooks, journals, design sheets, separate studies or in any other appropriate form, including digital media.
- You must make reference to appropriate sources such as the work of artists, craftspeople, designers and/or photographers. These can be those named in your chosen starting point and/or other relevant examples. You must identify and acknowledge sources that are not your own.
- Following the preparatory period, you will have 10 hours of supervised time to complete your personal response.
- You may refer to your preparatory work during the supervised time, but the work must not be added to or amended once this time starts.
- The work produced in the supervised time may take any appropriate form.
- You must hand in your preparatory and supervised work at the end of each supervised session and at the conclusion of the 10 hours of supervised time.
- You must clearly identify work produced during the supervised time.
- The work submitted for this component can make use of digital and/or non-digital means, but must be produced unaided.

**Information**

- Your work will be marked out of 96.

**Advice**

- You should discuss your ideas with your teacher before deciding on your starting point.
- You should make sure that all appropriate materials and/or equipment which you might need are available before you start the supervised sessions.

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

- Developing ideas through investigations, demonstrating critical understanding of sources.
- Refining work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.
- Recording ideas, observations and insights relevant to your intentions as work progresses.
- Presenting a personal and meaningful response that realises intentions and demonstrates understanding of visual language.

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

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### **Human figure**

Paper dolls have been produced since the 19th century and consist of a human figure and a variety of outfits that can be cut out and fitted using a series of tabs. These can depict high fashion mannequins, historical and contemporary figures or vintage fashion styles. In the early 1900s Sheila Young created her influential designs 'The Lettie Lane Paper Family'. In 2013 the fashion illustrator Kerrie Hess designed a paper doll collection for Louis Vuitton's online magazine and Mab Graves, a contemporary pop surrealist illustrator, published her book 'Little Lost Girls Paper Dolls' depicting a story about four gothic characters.

Research appropriate sources and design a human figure paper doll and clothing based around a theme of your choice.

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### **Personal technology**

The advertising for items of personal technology such as mobile phones, fitness monitors and headphones identifies the product with a desired image and lifestyle. Bebravo designed a campaign for Popclik headphones which combined photographs with hand drawn images. Mike Meadus produced a poster called 'Technology Monster' that highlights the amount of time some people spend using personal technology to the detriment of their health.

Investigate relevant sources and produce **one** of the following in response to **Personal technology**:

- printed graphics
- a short film
- interactive design.

**0 3****In the news**

Graphic designers are sometimes employed to add impact to special reports in the news. Bodil Jane was commissioned to create an illustration highlighting the concerns about global air pollution for UNICEF. Christian Waters brings attention to ocean litter with his portfolio project called the 'Price of Convenience.' Health issues are often featured in the news and the Government campaign 'Change4Life' includes animated television advertising by Aardman Animations.

Research appropriate sources and produce graphics in response to a news item of your choice.

**0 4****Materials**

Art materials come in all shapes and sizes. These can be branded to appeal to different consumer groups and may highlight the qualities of the materials. Michael Peters & Partners designed a range of packaging for Winsor and Newton that made visual associations with the colour of the ink. Charlie Smith Design have produced the retail graphics for Cass Art shops and the illustrator Rebecca Sutherland worked with Buddy Creative to produce graphics for the Tate Gallery's 'Art in a Box', a series of hands-on packs of art materials for children.

Research relevant sources and create graphics to promote art materials.

**0 5****Light and dark**

The mood of children's fiction may sometimes be described as light or dark in subject matter. Both approaches can also be combined in one book. 'Awful Auntie' by David Walliams is an adventure illustrated in a light-hearted cartoon style by Tony Ross, which captures the character and lightness of the novel. 'Coraline' by Neil Gaiman is a dark fantasy illustrated with stylised figures and scenes by Dave McKean. Daniel Handler, writing as Lemony Snicket, has created stories entitled 'A Series of Unfortunate Events' that are noted for their dark humour. The illustrations designed by Brett Helquist capture the light and dark mood of the narrative.

Research appropriate sources and produce an illustration that captures **either** a light or dark aspect of a story of your choice.

**Turn over ►**

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**Street food festival**

Street food festivals are popular events in many communities and they often promote the cultural diversity of the area. Advertisements, posters and flyers combine illustrations, photography and typography to reflect the atmosphere of the festival and show the extensive range of food on offer. Plain Creative combined type and silhouettes on promotional material for a festival of food in Kendal. Matt Kemsley used photographs of food arranged as flags for Sydney's food festival. The publicity for many festivals is created by local people and examples of these can be found on Pinterest.

Investigate suitable sources and produce publicity material for a Street food festival of your choice.

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**Connections**

The theme **Connections** can be interpreted in many ways. Refer to appropriate sources and develop your own interpretation of **Connections**, or respond to **one** of the following:

- (a) Connections between word and image.
- (b) Connections between digital and hand-rendered graphics.
- (c) 'Connections': a commission for promotional material for a charity that connects disabled children with sporting opportunities.

**END OF QUESTIONS****Copyright information**

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