

## A-level

# ART AND DESIGN GRAPHIC COMMUNICATION (7203/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

- 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.
- 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 15 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 Animal welfare**

Produce graphics to raise awareness of animal welfare. Investigate relevant examples of publicity campaigns which could include graphics produced for RSPCA and Animal Aid. Ogilvy & Mather, Optima Design, Saatchi & Saatchi and BBDO Malaysia have designed graphic work to promote animal welfare campaigns organised by the World Wildlife Fund. Make reference to appropriate contextual material and produce a personal response.

**[96 marks]**

### **02 Native Americans**

A television production company is planning a series of documentary films about the history, art and culture of Native American peoples. Design graphics for the films or associated publicity material. You might like to consider television graphics for the History Channel by BASIC Agency, work produced for the National Gallery by The Partners and examples of book design by Why Not Associates and Pentagram Design. Refer to appropriate contextual material and make a personal response.

**[96 marks]**

### **03 Fashion**

Design graphics to identify and promote a new fashion company. You might like to look at the iconic logo John McConnell designed for Biba and designs for packaging and print that Whitmore-Thomas produced for the Biba store. Marmalade London produced brand identities, websites and designs for packaging and print for fashion designers including Sophie Hulme, Yves Piaget and Citizen Flint. Produce your own response and make reference to appropriate contextual material.

**[96 marks]**

**04 Homeless**

Produce graphics to raise public awareness of homeless young people living on the streets. Examples can be seen in graphics designed for homeless charities such as Crisis, Shelter and Simon on the Streets. You might also like to consider posters Publicis London designed for Depaul UK. TAXI Canada produced television advertising and posters for Covenant House. Make reference to appropriate contextual material and make a personal response.

**[96 marks]****05 Light bulbs and lamps**

A manufacturer of light bulbs and LED lamps requires graphics to revitalise the brand identity of its low-energy, environment-friendly products. Shake Design produced minimalist packaging for the Tadiran Group lighting brand. Stockholm Design Lab produced graphics for IKEA lighting products. Pure Creative Marketing designed colour coded packaging for Status light bulbs. Investigate relevant examples of branding, advertising and packaging design and produce your own response.

**[96 marks]****06 Archaeology**

Excavations of a burial site at Sutton Hoo revealed a wealth of Anglo-Saxon artefacts which included jewellery, weapons and a beautifully crafted mask. Many other archaeological sites have provided understanding of Neolithic, Celtic and Viking cultures. Produce your own designs for a set of postage stamps or graphics for an exhibition or a television programme about archaeology. Investigate relevant contextual material and respond in your own way.

**[96 marks]****07 Islands Logistics Solutions**

'Islands Logistic Solutions' requires graphics to promote its freight and overnight courier service. The company uses land, sea and air transport to provide deliveries to islands off mainland Britain. Examples of vehicle graphics can be seen in work by Ast Transport Branding and LE Graphics. Landor Associates and Future Brand designed advertising and branding for transport companies. Investigate relevant contextual material and produce your own response.

**[96 marks]****Turn over for the next question****Turn over ►**

## 08 Collections

Collections in museums and galleries include artefacts from different times, places and cultures. Small private collections of objects and ephemera have personal significance for the collector. Progression Design produced graphics for Abingdon Museum. Abbott Mead Vickers BBDO designed posters and a video for the Museum of Childhood. Coley Porter Bell designed graphics for the Museum of London. Refer to appropriate contextual material and produce your own graphics for a personal, public or private collection.

**[96 marks]**

**END OF QUESTIONS**

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