



General Certificate of Secondary Education
Specimen Paper

Art and Design (Graphic Communications)

XXXX/2

Date: Time

For this paper you must have:

- appropriate art and design materials.

Time allowed: 10 hours

Instructions

- Read the paper carefully. Before you start work make sure you understand all the information.
- Respond to one question and produce a personal response..
- You have an unlimited preparatory period to research, investigate and develop your ideas. Your work during this period could be in sketchbooks, journals, design sheets, studies or any other appropriate form of preparation.
- You are allowed ten hours to produce your personal response outcome(s).
- The work submitted for this examination must be your own unaided work.
- You must hand in your personal response outcome(s) and the preparatory work at the end of the examination.

Information

- Your work will be marked out of 80.
- All your work, including the work done during the preparatory period, will be marked.

Advice

- You should discuss your ideas with your teacher before deciding on your starting point.
- You should make sure that any materials or equipment which you might need are available before you start your ten hours of supervised work.
- You may take all your preparatory work into the examination sessions.
- You should, when developing your personal response, make connections with other appropriate sources such as the work of artists, craftspeople and/or designers.
- You may work on further supporting studies until you have completed your personal response outcome(s).
- You may use any appropriate graphic design medium, method(s) and materials, unless the question states otherwise.

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

- developing ideas through investigations informed by contextual and other sources demonstrating analytical and cultural understanding
- refining ideas through experimenting and selecting appropriate resources, media, materials, techniques and processes
- recording ideas, observations and insights relevant to their intentions in visual and/or other forms
- presenting a personal, informed and meaningful response demonstrating critical and analytical understanding, realising intentions and where appropriate, making connections between visual, written, oral or other elements

Choose **one** of the following starting points.

1 *Points of View*

Many artists and illustrators such as M C Escher and Stephen Wiltshire defy the normal conventions of perspective when representing three-dimensional space.

Study appropriate resources and design a book jacket for:

Points of View: The Illusion of 3-Dimensional Space.

2 *Television Programme Promotion*

Graphic artists are often commissioned to produce promotional material for television programmes. Study appropriate examples and produce one of the following to promote a new television series entitled The State of the Nation – England in the 21st Century:

- (a) an illustration to be used in a listings magazine;
- (b) a short promotional film, video or animation;
- (c) a billboard design.



3 *Details*

Different fonts, or typefaces, can be distinguished from one another by looking at subtle details such as the shape and size of the serifs, the weight and angle of the strokes and the relationship between the curved and the straight lines.

Study the work of designers such as Neville Brody and Adrian Frutiger and produce a design for a printer's wall chart illustrating a range of fonts and styles.

4 *Signs*

Signs help to convey information quickly and efficiently, and have been an integral part of the urban environment for centuries. From your studies of signs for shops and commercial premises past and present, produce designs for:

EITHER (a) neon sign for a new music superstore;

OR (b) series of signs to guide customers to specific areas of a large department store.

5 *Web page design*

Artists living under difficult or dangerous circumstances often produce work which reflects the experiences and issues encountered in their everyday lives. Artists such as John Heartfield, who produced photo-montages which were critical of German nationalism in the 1930s, and more recently African artists such as Sokari Douglas Camp and Salem Mekuria produce work based on concerns over cultural tourism and military conflict.

From your studies of relevant artists whose work is issues-based, select an issue relevant to you or your community and design a website to bring attention to it.

6 *Collage*

Artists such as Peter Blake and Kurt Schwitters have used collage and the arrangement of disconnected pieces of printed ephemera like discarded tickets, newspapers, packaging, labels and torn posters in their work. A later generation of digital artists like David Carson now carry on the tradition using new media.

From your investigations into the work of relevant artists, and from your experiments with collage, produce a poster advertising a course of study in Graphic Communication.



7 *Animals in Art*

Develop your own interpretation of the starting point Animals in art. Alternatively you may use one of the suggestions below. You should make connections with Appropriate selected sources when developing your personal response.

- (a) You could design a sign system to guide visitors around a zoo.
- (b) You could design the packaging for a series of animal-shaped soaps for children.
- (c) You could design a website to draw attention to an issue such as animal cruelty or endangered species.

END OF QUESTIONS

