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# AS

## ART AND DESIGN

### GRAPHIC COMMUNICATION (7243/X)

Component 2 Externally set assignment

June 2017

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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

- 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.

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 Leisure and sport**

Produce a logo design for 'Gryesdale', a brand of outdoor leisurewear and sportswear. Demonstrate how the logo would be applied to clothing, tags and labels, advertising material and/or packaging. Make reference to appropriate contextual material which could include labels and tags produced by Jonthander and examples of branding, packaging design and promotional graphics by BrandMe and SEA Design. **[96 marks]**

### **02 Festival**

Festivals around the world celebrate different cultures and traditions. Some festivals are based on folklore or the seasons. Others celebrate art, music, dance, sport, or food and wine. Refer to appropriate contextual material and produce graphic work for a real or imaginary festival. You might like to consider examples of promotional material by Helmo and Casmic Lab and poster designs by Josef Müller-Brockmann and Dewynters. **[96 marks]**

### **03 Waterfront Maritime Museum**

Design graphics for the 'Waterfront Maritime Museum' which celebrates 300 years of seafaring heritage. Exhibits include maritime objects, model ships, paintings and photographs. Your response might include branding, signs, banners, exhibition panels or promotional material. Refer to relevant examples which could include graphics for the National Maritime Museum at Greenwich produced by SomeOne, Make it Clear and Undercurrent Design, and graphics which Taken By Storm produced for the Maritime Museum Rotterdam. **[96 marks]**

### **04 Kettle's Dairy**

'Kettle's Dairy' requires distinctive graphics for its range of farm-produced British cheeses which are available at the counter and online. Investigate appropriate contextual material and produce your own response which could include designs for packaging, promotional material or a website. You might like to consider examples of graphics by Brond Brand Design, work-form, Tynan D'Arcy and Red Snapper Design. **[96 marks]**

### **05 Vintage Coach Co.**

The 'Vintage Coach Co.' uses vintage coaches and buses for nostalgic tours of the countryside and excursions to the seaside. The vehicles can also be hired for promotional and corporate events, film work, fashion shoots and weddings. Produce graphics for the company and refer to appropriate contextual material. Examples can be found in graphic work for bus and coach companies by ivoryRED, Real Fusion and Ditto Creative. You may also find inspiration for your work in posters by Edward McKnight Kauffer. **[96 marks]**