

GCSE ART AND DESIGN

(Graphic Communication)

Component 2 Externally set assignment

To be issued to candidates on 2 January 2023 or as soon as possible after that date.

All teacher-assessed marks to be returned to AQA by 31 May 2023.

June 2023

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.
- The content should not be shared with others, either in hard copy or online.

Information

- Your work will be marked out of 96.
- You should make sure that any fragile or temporary work is photographed, in case of accidental damage.

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.
- You should **not** contact any artists mentioned in this paper.

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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1

Objects

Objects in museums and exhibitions can be as diverse as African masks, lawnmowers or collections of teacups, or they can bring together objects from a particular place. True North used blocks of bright colour to reflect the seaside and theatrical-themed objects in branding for the Showtown Museum, Blackpool. The Design Museum hosted the exhibition *Sneakers Unboxed: Studio to Street* examining the rise of trainers from practical sports shoes to sought-after fashion accessories. The Workhaus created an exhibition of football related objects and memorabilia for Chelsea Football Club.

Research appropriate sources and create your own response inspired by **Objects**.

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Moksha Patam

Moksha Patam was a board game first played in ancient India and was introduced to Victorian England by John Jaques as *Snakes and Ladders*. The original Indian designs showed elaborate stylised snakes and Hindu Gods. Together Design has made an updated version highlighting London landmarks as simple vector designs. The App Guruz designed a digital version of the game with highly rendered illustrations and animations. The Mr.PS studio, based in Salford, produces a screen-printed version of the board game on a handkerchief.

Consider appropriate sources and develop your own response inspired by **Moksha Patam**.

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Layering

Layering techniques are often used by designers to create images. In the 1920s Russian Constructivist designers layered photographs to produce propaganda posters. Yann Faucon combines pieces from newspapers, magazines and photographs to build collaged artworks. Dave McKean creates images by layering traditional materials and digital manipulation. The illustrator Ian Wright constructs portraits by layering small pieces of paper where texture and colour are important features of the composition.

Study relevant sources and produce your own response to **Layering**.

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Flight

An airport requires a design suitable for the walls of the Arrivals Terminal. Designs must be appropriate for a large-scale space and must relate to an aspect of flight. Susan Haejin Lee designed the *We have now arrived* mural for St. Louis Lambert International Airport. Thirst design created graphics for Terminal 5 at Chicago O'Hare International Airport, inspired by journeys taken by travellers. Graphéine design used lighting with kinetic and optical art effects to encourage travellers to move through the tunnel at Saint-Exupéry Airport in Lyon.

Investigate appropriate sources and produce your own wall design in response to **Flight**.

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Our world

Graphic designers are often commissioned to produce work to convey a wide range of messages and information about our world. Graphic designer Clive Russell produced the logo and graphic designs for Extinction Rebellion activists to use when creating individual posters. Surfrider Foundation commissioned VMLY&R Paris to produce a campaign highlighting beach litter-picking events, including the film *Les Vacances*. The campaign *From Bait to Plate* by the World Wildlife Fund includes a slide presentation to promote sustainable fishing.

In response to **Our world** research appropriate sources and produce:

Either (a) a short film

or (b) a design for print.

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Paper engineering

Paper engineering is often used to add three-dimensional aspects to design work. The Movable Book Society commissioned designers to produce 26 unique pop-up alphabet cards for inclusion in the *A to Z Marvels in Paper Engineering* collection. Katherine Belsey launched Makepopupcards.com in 2012, in conjunction with her YouTube videos, to share inspiration and knowledge of paper engineering. The designers at Papersmyths Ltd created a pop-up cookery book to showcase recipes from the Istanbul Culinary Institute restaurant.

Explore relevant examples and create your own response to **Paper engineering**.

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Aged

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

- (a) graphics that focus on charities concerned with helping the aged
- (b) the patterns and text found in books and manuscripts that have aged over time
- (c) Aged Adventure: a commission to design graphics for a travel company for the over 60s.

END OF QUESTIONS

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